

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, OCTOBER 11, 1923

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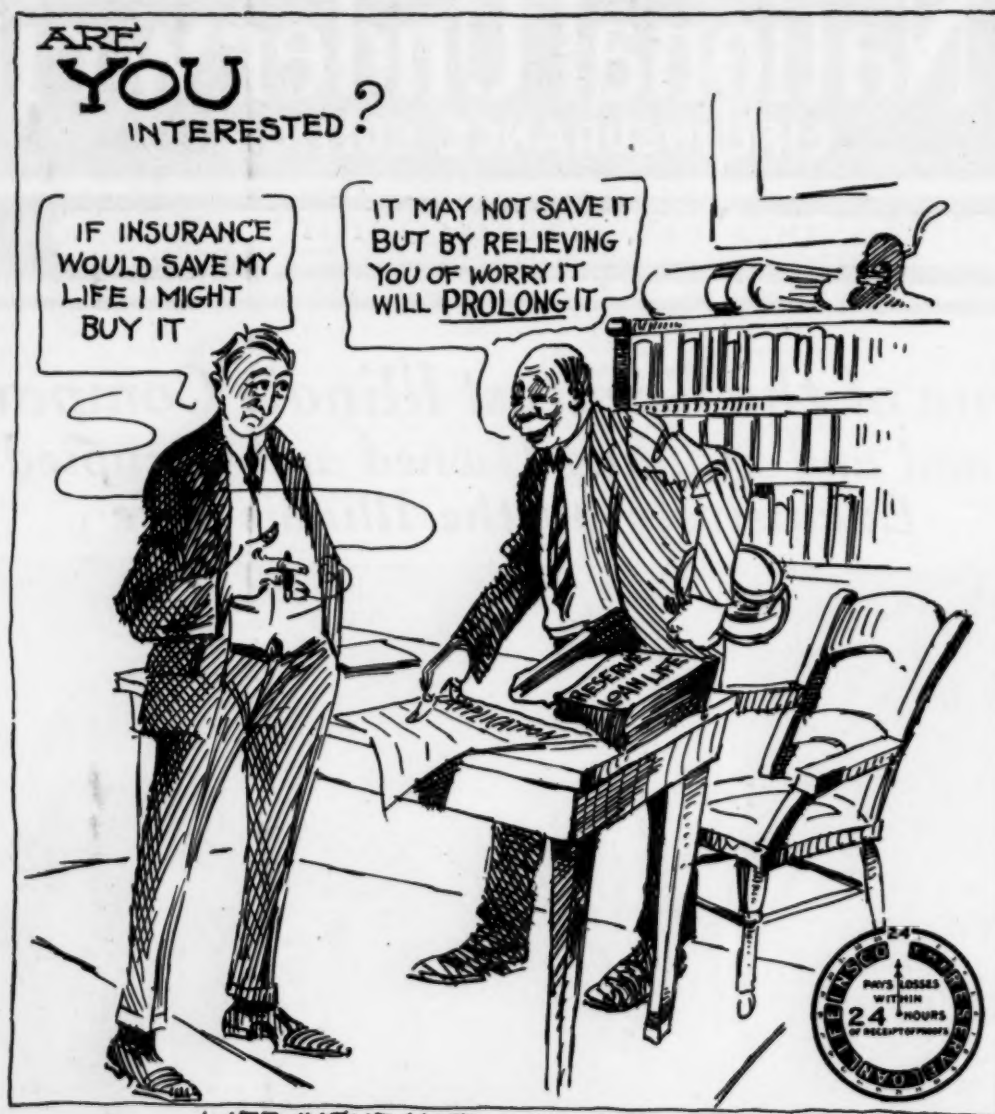
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RESERVE LOAN LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA.



The National Underwriter

LIFE INSURANCE EDITION

Twenty-Seventh Year No. 40

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, October 11, 1923

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LIFE OFFICIALS WILL MEET IN DES MOINES

American Life Convention Will Hold Its Annual Gathering Next Week

W. W. HEAD IS TO SPEAK

Important Special Report Will Be Made on the Total and Permanent Disability Clause

The annual meeting of the American Life Convention, to be held in Des Moines next week, with headquarters at the Fort Des Moines Hotel, promises to be most interesting. The outstanding feature of the meeting will probably be the report of a special committee on total and permanent disability by Dr. Henry Wireman Cook, vice president of the Northwestern National, the chairman of the committee. This committee was appointed at the last meeting to delve into the subject, make a survey and ascertain conditions. It is to make such recommendations as seem desirable. Dr. Cook has had special meetings of his committee and the members have gone into the subject thoroughly.

President Head to Speak

Walter W. Head, president of the Omaha National Bank, who will speak Thursday afternoon, was recently elected president of the American Bankers' Association. At the time that the program of the American Life Convention was issued he was given as vice-president as the annual meeting of the Bankers' Association had not been held. Mr. Head's subject is "Life Insurance, Banking, Citizenship."

There will be two addresses Thursday morning on home office buildings. Dr. Henry Wireman Cook, vice-president and medical director of the Northwestern National Life, expects to use lantern slides to show the latest building floor plans and special arrangements for better office and personnel work.

Legal Section's Meeting

The Legal Section will convene next Monday morning. W. Calvin Wells of Jackson, Miss., general counsel of the Lamar Life, as chairman, will preside over the deliberations of the attorneys. W. H. Hinebaugh of Ottawa, Ill., general counsel of the Central Life of that city, is secretary and in accordance with the annual custom, will, no doubt, be elected chairman.

There has not been much talk as to the next president of the American Life Convention. There are three or four possibilities. Guilford A. Deitch of Indianapolis, general counsel of the Reserve Loan Life, has been regarded as presidential timber. Vice-President George Graham of the Central States Life has also loomed up in recent years. There is some talk of Emmet C. May, president of the Peoria Life. No one at

ACTUARIES WILL MEET

CONVENTION ON AT TORONTO

Number of Very Interesting Papers Will Be Read at This Gathering of the Society

NEW YORK, Oct. 10.—The program for the semi-annual meeting of the Actuarial Society of America which will be held in Toronto, October 11-12, is as follows: "Mortality experience of the Sun Life of Canada in Hawaii" by J. B. Mabon, Sun of Canada; "Mortality experience under term policies and under policies issued at old ages" by P. C. H. Papps, Mutual Benefit; "Reserve standards for life insurance" by Rainard B. Robbins; "A comparison of mortality elements between group and regular life insurance, by E. B. Morris; "Some remarks on recent development in group insurance and upon the mortality experience under group policies" by E. E. Caumack; "Note on industrial mortality under one year of age" by S. Z. Rothschild; "Mortality study of impaired lives" by Arthur Hunter and Dr. Oscar H. Rogers, both of the New York Life; "Automatic premium loans" by W. B. Barber.

Open Philadelphia Course

Business and education joined forces at the Wharton School of the University of Pennsylvania last week, when 100 men and women were given their first instruction in life insurance salesmanship under the joint auspices of the university and the Philadelphia Association of Life Underwriters. The course is the result of months of careful planning by Profs. S. S. Huebner and Herbert W. Hess, assisted by the following members of the association: President Frederick G. Woodworth, John Hancock; E. J. Berlet, Guardian Life; Paul Loder, Provident Mutual; Vice-President Jackson Maloney, Philadelphia Life; Fred G. Pierce, Connecticut General; Wm. A. Smalley, New England Mutual; C. Burgess Taylor, Northwestern Mutual, and Allan D. Wallis, Equitable of Iowa.

this time, however, has come forward conspicuously.

Arrange for Golf Match

The annual tournament of the American Life Convention Golf Club will be held at the Wakonda Country Club at Des Moines, Oct. 15-16. The qualifying rounds will start at 8:30 a. m. Monday. A prize will be given for low gross score. In the putting contest, which will be carried on in connection with the 18-hole play there will be a prize for low gross score and second low gross score. At 1 p. m. Monday will be the first round of 18 holes, all flights, match play. At 8:30 a. m. Tuesday will be the second round and at 1 p. m. of that day the finals. There will be a prize for the winner in the flights and one for runner up in each flight. In the consolation handicap all players can enter except those in the flight finals. There will be a prize for a low net score and for second. The Des Moines companies will give a dinner to the golfers on Tuesday evening at the club.

WILL DISCUSS MANUAL

RESEARCH BUREAU TO MEET

Olver Thurman of the Mutual Benefit Life Will Preside at the Chicago Gathering

In accordance with the custom established last year, the annual meeting of the Life Insurance Sales Research Bureau will be held in conjunction with the annual meeting of the Life Agency Officers' Association. This year the association will discuss field management problems during the two days of its session in Chicago Nov. 12-13. The succeeding day will be given over to a discussion of the work which the Bureau has accomplished during the past year with particular emphasis on the "Manager's Manual," the first three chapters of which will be in printed form and ready for distribution on that day. The material has been secured from about sixty American and Canadian general agents and managers who have cooperated with the Bureau staff in the work.

Thurman Will Preside

The chairman of the meeting will be Oliver Thurman, superintendent of agencies, Mutual Benefit Life, who has been chairman of the executive committee during the past year. He will call on various members of the Bureau staff as well as executives of other companies for a discussion of the field which the Bureau is covering.

In addition to the discussion of the manual, the meeting will hear of the work so far accomplished in compiling the monthly figures, showing the amount of business done by a large group of companies in each state of the Union and provinces of Canada. This service has been more widely used than anything else the Bureau has prepared and the monthly maps have become a feature in many home offices and agencies.

More Companies Join

Within recent weeks the Mutual Trust Life of Chicago and the Midwest Life of Lincoln, Neb., have applied for membership in the Bureau and their applications have been approved by the executive committee. These additions to the Bureau membership brings the total membership of cooperating companies to 67, double the number one year ago.

Ministers Buy Big Group Policy

At the annual conference in St. Paul last week the ministers and laymen of the Minnesota Conference of the Methodist Church approved a group life insurance policy with the Aetna Life, to be available to all ministers of the conference without limit or medical examination. It will cover all the conference ministers between the ages of 24 and 72 and include total and permanent disability benefits up to the age of 63. It also provides that should a minister transfer from this conference or change his occupation, his policy may be continued without medical examination.

CENTRAL THEME OF THE PRESIDENTS' MEETING

"An Insured World, a Secured World" Will Be Chief Topic of Discussion

BLOOD PRESSURE SURVEY

President Edward D. Duffield of the Prudential Will Be in the Chair at Convention

NEW YORK, Oct. 10.—Edward D. Duffield, president of the Prudential, will be chairman of the 17th annual convention of the Association of Life Insurance Presidents, to be held at the Hotel Astor, New York City, Dec. 6-7. The theme of the convention will be "An Insured World, A Secured World."

In preparation for the convention, life companies throughout the country are assembling statistical surveys of various phases of the business, as disclosed by their current records, including the amount of new insurance being bought by the American people this year, the range and trend of investments of reserve funds, the comparative mortality experience and the amount of policyholders' funds paid for taxes. These statistics, with adequate backgrounds, will be presented by company executives from different sections of the country.

Results of International Survey

In addition, there will be submitted to the convention this year the results of an international survey of comparative blood-pressure records covering life insurance experience in a large group of widely distributed countries. It is anticipated that this survey will provide scientific information as well as popular stimulation for the prolongation of human life in the United States and Canada among the middle aged.

Governmental leaders will join with those prominent in educational, business and commercial circles in bringing to the convention an outside point of view on various topics of common interest.

Announcement by Wight

In an announcement accompanying the invitation, Manager George T. Wight of the association says:

"In reviewing the year's developments in life insurance the discussion at our annual convention in December will center on the theme 'An Insured World a Secured World.'"

"The character of the statistics being received from the companies covering their current experience, for submission to the convention, suggested the theme. These figures, though yet incomplete, indicate an all-round growth of the institution of life insurance the present year that reflects an encouraging contribution to national stability. These statistics will deal not only with the unprecedented demand of the American people for life insurance protection, but

will embrace the trend of reserve investments in developing city and country life and in supporting the nation's industries, transportation systems and governmental agencies.

What Will Be Discussed

"Furthering the thought that life insurance produces general economic security, company executives will discuss the application of law to life insurance and the attitude of life insurance toward law; the character and influence of agency representation in relationship to keeping the insurance in force and the contribution of life insurance mortality records and investigations in prolonging life and making it more productive.

"Allied topics pertinent to the nation at large will be presented by men occupying high positions with opportunity for observation and the public duty to present their reflections. American and Canadian leaders will discuss the international fabric to which the life insurance companies reciprocally contribute in both nations.

Life Insurance and Health

"The section of the program dealing with the relationship of life insurance to health, as revealed by current mortality experience of the companies throughout the country, will be further illuminated this year by the results of an international survey of blood-pressure experience covering a wide range of countries. Improvement realized in prolonging human life in the United States in the last two decades has been largely due to the control of diseases in which high blood-pressure has not had a prominent part, including tuberculosis, contagious diseases, etc. It is believed, therefore, that this survey will be of both popular and scientific interest in pointing the way further to increase American longevity, particularly with respect to middle ages.

"The social features of the convention will be, as usual, presented between sessions when those in attendance may take luncheon in an adjoining private dining room, renewing old and making new acquaintances."

WISCONSIN AGENTS IN RALLY

Kansas City Life Men Gathered at Milwaukee Last Week for Conference

F. J. Barr, vice-president and superintendent of agents, and Walter Cluff, supervisor of the department of instruction of the Kansas City Life, were in Milwaukee last week, where a meeting of agents had been called. It was the first meeting of the Kansas City Life agents in Wisconsin. Many agents were in attendance, work was outlined for the balance of 1923 and the agents were complimented for the volume of business so far this year. The allotment of \$1,000,000 for Wisconsin was secured Aug. 1, and it looks at this time as though Wisconsin would produce \$2,000,000 or more. The meeting closed with a banquet and a vote of thanks to Mr. Cluff for his instructions. The agents present pledged to write enough to make it \$2,500,000 for 1923.

Dr. H. A. Baker, medical director of the Kansas City Life, and R. Montague Webb, actuary, also of the home office, spent Friday in Milwaukee with the Edward Madden agency for Wisconsin, it being their first official visit there. They were very enthusiastic over the agency's progress.

Pacific Mutual's Minnesota Meeting

The regular monthly meeting of Pacific Mutual agents of Minnesota was held at St. Paul last week with the principal address made by C. I. Weikert. Frank M. McCarthy, the new supervisor of agencies for the state, was introduced to the agents by M. J. Dillon, state agent. Ray Goodwin of Cannon Falls was another speaker. John C. Flannagan, president of the club, presided.

START AT WRONG END MEET AT WEST BADEN

WAY TO WORK ON PROSPECTS

Dr. Van Arsdall of the Equitable Life of New York, Gives Advice to Agents

CINCINNATI, O., Oct. 8.—The speaker of the day before the Cincinnati Life Underwriters' Association was Dr. G. B. Van Arsdall, instructor of agents of the Equitable of New York, who said that salesmanship in life insurance is doing for the man what he wants to have done in connection with his life affairs. He said that most agents start at the wrong end of the policy and talk premiums, cash values, dividends, disability clause, etc., when they should go directly to the settlement options, which are the real meat of the policy, because they show the service which it is proposed to give.

Find What Family Will Need

If a bond house undertakes to underwrite a bond issue it gives service to the corporation issuing the bonds in that it guarantees that its wishes will be carried out. In the same way, the service of the life agent is to find out what the family will need and underwrite those needs.

One of the best approaches in life insurance selling is to disabuse the mind of the prospect that the agent is selling life insurance. To sell life insurance is to merely sell a policy, whereas the business of the agent is to "insure a life," something entirely different. The agent proposes to furnish the prospect with the money which he desires to carry out the purposes of his life. If a man buys a house, he does not buy a 20 payment house because he proposes to pay \$500 a year on it until it is paid for. He buys a house with such and such living room, dining room, kitchen, bed rooms, bath, etc., to fit the needs of the man who is to live in it. When an agent sells insurance he should not merely sell a policy, but he should insure a life.

Some agents claim that it is hard to sell life insurance and these are usually the men who talk premiums, dividends, cash values, etc. What is the cash value but merely the "salvage after a wreck?" It is hard to sell life insurance when one does not visualize what will happen when the man dies.

Agents used to sell death bed pictures, now they sell a bond paying the widow, say \$50 per month. Show this bond to a prospect and he will at once visualize what life insurance really is. Ask him, "How would you like your widow to have one of these?" Some companies get out those bonds for their agents to show.

Four Vital Questions

The agent needs to diagnose each case by asking four questions:

- (1) How old are you? This is not for the purpose of furnishing the rates, but to find out on which one of four laps of life he is.
- (2) What is his family situation, is he married or single, who are his dependents?
- (3) What is his financial condition; has he started to accumulate, is he on his way, or has he arrived at a financial competency?
- (4) What is his income, and from what source is it derived? Will it be destroyed at his death? If his income is from property, there will be no impairment; if from business, there will be considerable impairment; and if from services, the income will be entirely destroyed.

Dr. Van Arsdall closed by stating that life insurance is the finest experiment in democracy ever known. Just as America stands before the world as the great democratic experiment, so life insurance within the American republic is the finest exemplification of this democratic spirit.

PENN MUTUAL AGENTS' RALLY

Cream of Mid-Western Field Force, 125 in Number, Attends Regional Convention

WEST BADEN, IND., Oct. 8.—The cream of the mid-western field force of the Penn Mutual Life gathered here last week for the company's third regional convention. More than 125 Penn Mutual members were present, including several home office officials headed by President William A. Law, and wives of the delegates brought the total number of visitors to 160.

Paul H. Kremer, Milwaukee general agent, presided at the opening session Monday morning. President Law, the first speaker, asked the field men to make constructive suggestions to the home office, as they best know the needs of insureds and the business conditions in their own territories. George Benham, veteran St. Louis general agent, welcomed the home office visitors on behalf of the field force.

Good Sales Talks Given

C. William Johnson, general agent at Peoria, Ill., whose topic was "Everything," gave a forcible and inspiring application of the elements of successful salesmanship. Ralph Humphreys, assistant to the vice-president in charge of agencies (formerly superintendent of the home office agency), spoke on "The Value of Systematic Development of Prospects." Victor J. Ryan, general agent at Springfield, Ill., gave some good ideas on securing business in country districts, pointing out that this field is becoming increasingly important.

J. Elliott Hall, of the Hall & McNamara agency, New York City, held the platform almost two hours with a snappy and convincing exposition of the urgency of income insurance.

Second Day's Session

Lee M. Gillette, Detroit general agent, presided on the second day. Vice-President William H. Kingsley arose to deliver a prepared paper, but was so carried away by the enthusiastic applause he received that he gave, instead, an inspirational talk on salesmanship.

Then Harrison S. Gill, supervisor of applications and death claims, presented an able paper on "Special Agreements," commenting on and illustrating his points and later answering questions on various problems for half an hour.

"Knowledge Is Power," was the subject of John P. Gomph, Toledo general agent, after which Dr. Harry Toulmin, vice-president and medical director, spoke on "Medical Problems," answering numerous questions from the floor.

J. Walker Godwin, Minneapolis general agent, gave a rattling good talk on "Liquidating Insurance" and Harry S. Goldie, a Minneapolis agent, discoursed on "What I Know About a Prospect."

Tax Laws and Insurance

William A. Courtright, Indianapolis general agent, who was chairman on Wednesday, first called on M. Louis Johnson, assistant actuary, for an address on "Recent Developments in Actuarial Service." Following him Harry W. Mason, of the Indianapolis agency, gave one of the best talks of the convention, depicting sales arguments for "The Small Case" with the aid of graphs he drew on a blackboard.

E. Paul Huttering, home office tax expert, told "How Our Present Tax Laws Will Sell Life Insurance."

"The difference between tax avoiding and tax evasion should be clearly understood at the outset," he warned. "This distinction is real, and not the result of legal hair-splitting. Tax avoiding is based on practices sanctioned by law. Tax evasion is based on practices contrary to law."

In discussing estate settlement insurance Mr. Huttering quoted from an article in THE NATIONAL UNDERWRITER

which stated that a survey of 175 estates in Ohio ranging from \$91,000 to \$5,000,000 showed an average shrinking of 18 percent from taxes, administrative expenses, etc. In closing he spoke of charitable gifts as an underdeveloped field in life insurance work.

Other speakers were Anthony Veith, St. Louis general agent; John E. Murray, Cleveland general agent, "The Life Insurance World in General," and Stewart Anderson, manager of Bureau of Field Service, "The House by the Side of the Road," dealing with the spirit of cooperation linking the home office with the field personnel.

The banquet was held Tuesday evening, the speakers being President Law, United States Senator A. O. Stanley of Kentucky, James R. Duncan, a big merchant of Evansville, Ind., "What the Matter with the World?" F. Harold Orman, also of Evansville, an Indiana state senator, and Stewart Anderson, the genial home office journalist and after-dinner speaker.

AETNA OUT AFTER BUSINESS

Recent Appointments in Line With Aggressive Business-Getting Program of Hartford Company

The recently announced appointment of F. L. Wells and J. A. Coffman as assistant superintendents of agencies of the Aetna Life is another step in the direction of a more aggressive policy in the life insurance department of that company. K. A. Luther, who not long ago was made agency assistant secretary, with these two able assistants will attempt to revive some of the lagging agencies of the company.

There has been a rumor that the Aetna was going on a branch office basis. This rumor is denied. It is not the plan of the Aetna Life to go on a branch office basis. The general agency system will be continued in the life department. However, there are a great many general agencies in the Aetna which have "gone to seed."

It is not the policy of the company to break these agencies up but its plan is to see that they really become general agencies. There are a number of general agents in advantageous positions who were appointed many years ago on the strength of their personal production. These men have been good personal producers but have not developed as organizers. The new policy of the Aetna will be to have every general agency build an organization. No "one-man" general agencies are contemplated in the plan of the agency managers. A general agent must live up to his title.

The rather conservative policy of the company in regard to agency help will be entirely reversed and as much assistance as possible will be given to the general agents in developing their respective territories. The life agency department up until the appointment of Mr. Luther was largely a one-man proposition. A personal visit from a home office representative was very infrequent. In the future much closer personal contact will be maintained throughout the country.

Penn Mutual Coast Meeting

The Pacific regional convention of the Penn Mutual Life is being held at Del Monterey, Cal., this week. J. B. Duryea and Paul K. Judson are the chairmen of the program and entertainment committees respectively. Several home office officials are attending and arrangements had been made to accommodate 75 convention delegates. The home office is represented by William A. Law, president; Dr. Harry Toulmin, vice-president and medical director; Harrison S. Gill, supervisor of applications and death claims; Stewart Anderson, director of publicity; Thomas R. Crowley, income insurance specialist; and Ralph Humphries, assistant to the vice-president.

SENATOR DAILEY USES HIS HICKORY STICK

Says Political Domination Has Been Injurious to the Insurance Affairs

HITS SENATOR ETTELSON

Declares Chicago Law Firm Has Laid a Pipe Line Into the Illinois Insurance Department

Life insurance men were considerably interested in the address of Senator John Dailey of Peoria, Ill., before the Illinois Association of Insurance Agents in Springfield last week. Senator Dailey was speaking to a body of fire and casualty men, but the subject that he touched upon, of course, interested all insurance people.



SENATOR JOHN DAILEY
Peoria, Ill.

Senator Dailey claimed that Senator Samuel A. Ettelson of Chicago, former corporation counsel under Mayor William Hale Thompson, prominent in politics and now a member of the law firm of Schuyler, Ettelson & Weinfeldt, was a dictator so far as insurance legislation was concerned. Senator Dailey claimed that Senator Ettelson as chairman of the senate insurance committee was an autocrat and dominated insurance legislation. He criticized political conditions whereby Senator Ettelson's law firm was able to assume so much power and swing insurance litigation and service to it.

Why Insurance Was Investigated

He told why the senate insurance investigation started in Illinois. He said that the senators were kept in the dark as to insurance matters. Senator Dailey claimed that Senator Ettelson would only report out such measures as he desired and would smother the others in committee. It seemed to the other senators that the insurance business must have something that it wanted to hide and it was afraid to come out in the open or that Senator Ettelson was purposely mystifying and throwing a smoke screen about it for selfish purposes. Senator Dailey said the time had come for an investigation to throw some light on insurance operations and their connection with Senator Ettelson and his law firm.

Senator Dailey was frank to say that as the investigation proceeded the committee found very little fault to find with the insurance. He commended the bus-

DELAY MISSOURI SUIT

AETNA LIFE CASE POSTPONED

Hearing on Injunction Against Superintendent Hyde Changed to Oct. 16, to Serve Gov. Hyde

KANSAS CITY, MO., Oct. 9.—The hearing on the Aetna Life application for a writ of injunction to restrain Ben C. Hyde, insurance superintendent of Missouri, from revoking the company's Missouri license has been continued in the United States district court at Kansas City, until Oct. 16. It originally was set for Oct. 8.

The delay was made necessary because of the failure to obtain service on Governor Arthur M. Hyde, brother of Ben C. Hyde. Governor Hyde was away from Jefferson City and could not be located for service. However, he was due to return to the state capital on Oct. 8, when he would be served with papers in the Aetna's suit.

In the Aetna's petition for the federal injunction to prevent Superintendent Hyde from revoking the company's license for transferring a suit to the Federal court contrary to Section 6311 of the Missouri Statutes, it is contended that the statute is unconstitutional.

To perfect the Aetna's application for the Federal writ it was necessary to get service on the both Hydes and Attorney General Barrett.

inexorable way in which its operations were conducted. He said that he found that insurance men, as a class, were far above the average in ability and capacity. He even went so far as to say that as proud as he was of his own profession, the law, he felt that the insurance people surpassed the average in the legal profession.

When the first resolution was proposed bringing into being the investigating commission, Senator Dailey said that Senator Ettelson would not allow it to be reported out. Every influence was brought to bear to suppress it. Then a second resolution was introduced March 12. The senators made every effort to get this out. Finally after a month elapsed, it was reported out and the commission was appointed.

Investigating Committee's Bills

At the close of the investigation the committee introduced some constructive legislation, especially along fire insurance lines. They were introduced in the House and to the great amazement of the committee, they were sponsored by Thomas Curran. Senator Dailey said that the members of the committee were aghast at this movement. In the Senate he said these measures are burdened with amendments that killed them. He claimed that many of these amendments were sponsored by the insurance department and Senator Ettelson. He said that, evidently, an attack was being made on stock fire insurance companies. Senator Dailey claimed that there was a sinister triumvirate working to its own end, it being composed of Senator Ettelson, chairman of the insurance committee, the Chicago law firm of Schuyler & Weinfeldt, which Senator Ettelson lately joined, and the state insurance department.

Atmosphere Is Changed

He said that following the investigation the atmosphere was greatly cleared. There were many measures introduced during the session and especially at the close. He said the air was surcharged with suspicion. Honest senators did not know what to do. It was thought best, under the circumstances, to kill all insurance legislation and instead of trying to fight for any measure. Senator Dailey said that political factions were strong and insurance was liable to be crushed because of the bitter strife. Senator Dailey declared that the investigat-

(CONTINUED ON PAGE 11)

POLICIES INTERPRETED

THREE DECISIONS RENDERED

Kansas Supreme Court Passes on Important Issues, Involving Much Mooted Questions

TOPEKA, KAN., Oct. 9.—In the list of decisions of the Kansas supreme court, announced this week, there are three of wide importance to the life insurance companies operating in Kansas. One settled some of the questions relating to the anniversary date of insurance contracts; another determined that a man in the army must have died from actual military service to invalidate his contract; and the other was that a life insurance company could erect a home office building, but it could not use its reserves to pay for it.

Settle on Policy Date

The suit of Yillie Wolford, appealed from Lincoln county, has been watched with great interest by all life insurance men. Wolford bought a policy Nov. 14, 1917, from the National Life, U. S. A. It was delivered Dec. 6, 27 days later. He failed to pay the premium in 1918 and died in August, 1919. The forfeiture notice was sent out Dec. 16. The basis of the suit was that the delivery date and not the anniversary date named in the policy was the date when payments were to be made. The lawyers for Mrs. Wolford contended that the forfeiture notice should not have been sent out until Jan. 6, after the grace period had expired.

The supreme court and the lower court have both held that the date named in the contract was the controlling date for the anniversary. It declared that the premium was payable according to a certain date named in the contract and to hold otherwise would be to have the courts modify a contract which was clear and definite.

In the suit of Mary K. Starr as administratrix of the estate of Merle Starr the court made an important decision relative to the military permits. The young man held a policy for \$2,000, payable to his mother in the Great American Life. The policy provided that if the holder went into military service without a permit and the payment of an additional premium that the company's liability was limited only to the legal reserve of the policy.

Starr died of the influenza at Camp Meade and his mother brought the suit to collect the insurance. He had not taken out the military permit. The district court and the supreme court both held that there must be a relation in the cause and effect and that the policy had not been invalidated by failure to get the permit as Starr died from disease and not direct from military service.

The National Reserve Life of Topeka is considering the erection of a home office building, larger than it would need at present or for a considerable period in the future. The company has large reserves and proposed to invest a part of these reserves in the land and the new building, giving the superintendent of insurance a deed to the building as a part of its reserves. The suit was a friendly suit to obtain an authoritative ruling. The supreme court held that the directors were the sole managing officers of the company, and if a new building were needed they could build it. But the court held that the restrictions relating to investment of life insurance reserve funds were such that the plan of the National Reserve would be illegal. The company can erect the building, but not from its reserve funds.

H. C. William, formerly of Hodgenville, Ky., for the past five years located at Baltimore, Md., with the Mutual Benefit Life, has accepted a position at Louisville as special agent for the New York Life. The Mutual Trust Life has appointed Dr. O. H. Ellason, Wisconsin state veterinarian since 1912, as district manager for the Madison, Wis., territory.

LIFE COMPANIES SLOW TO WRITE AVIATORS

Many Refuse Them Entirely, While Others Would Greatly Restrict Coverage

ASSOCIATION GETS DATA

National Aeronautical Body Sends Attitude of Insurance in Regard to Flyers as Risks

ST. LOUIS, MO., Oct. 9.—The National Aeronautical Association, which has just concluded its annual convention in St. Louis in conjunction with the International Air Championship races, is giving serious consideration to the problem of life insurance for professional airmen, and tyros in the art of flying.

Data are being gathered from leading life companies to ascertain their views on the question of issuing policies to flyers. It is contended that the American companies discriminate too strongly against those interested in aeronautics, and that in this regard America is far behind England, which has come to recognize airships and aeroplanes as little more hazardous than automobiles or railroad trains.

Many Decline Such Risks

The association's bulletin in commenting on replies received from the Equitable Life of New York, John Hancock Mutual Life, Fidelity Mutual Life, Aetna Life, Reliance Life, Mutual Benefit Life, Penn Mutual Life, New York Life, and Union Central Life, all of which stated that they either would not insure an aviator or would limit his insurance, states that Daniel Webster had to get permission from his life insurance company to remove to Washington when he was elected to Congress, but that eventually the life insurance business got away from such discrimination and that it probably would in time come to recognize aeroplanes and airships in their proper light.

Coker F. Clarkson, general manager of the Society of Automotive Engineers, in speaking on "The Airman's Progress" before the National Air Institute of the Aeronautical Chamber of Commerce declared that airship and airplane casualties are no greater than in other mediums of transportation, and he cited statistics to prove this contention.

Attitude of Companies


The replies received by the National Aeronautical Society on the attitude of companies relative to insuring flyers follow:

Equitable Life of New York.—"To pilots, machines, and passengers who occasionally fly, but who do so very seldom, we grant insurance up to a maximum of about \$25,000 with a minimum annual extra premium of \$5 per \$1000. The amount of insurance will be decreased and the amount of extra premium increased in accordance with the amount of actual flying done."

John Hancock Mutual Life.—"Up to the present time professional aviators have been declined by this company for the reason that it is generally conceded that the fatal accident hazard is much greater than provided for in the life insurance premium. Data as to the number of professional and private aviators, fatalities, etc., do not appear to be available in such form as to make it possible to judge the risk incurred. The fact that mechanical improvements, making for greater safety, are being constantly effected is another

This is one of a series of advertisements to acquaint Agents with the various Missouri State Life Accident Policies and their uses.

MISSOURI STATE LIFE BULLETIN



**Your Banker—
I'd Sell Him a Champion**

Mr. Price, president of the Bayside Bank is a typical banker. He is an avowed enemy of all speculations remotely resembling the wildcat variety and he goes out of his way to advise clients against trusting to luck in financial matters.

But for some strange reason even the thoughtful, conservative Mr. Price has to be reminded about the accident hazard that threatens his own income.

If I were you I would make it my business to show him the Champion Income Accident Policy. He is just the man to appreciate the broad, liberal coverage of this super insurance. It will afford him the superlative protection to which his station entitles him.

Your banker is the best prospect you have on your list. Sell him a Champion.

The Champion Accident Policy

This policy is decidedly in a class by itself. It improves in many respects upon even the broadest and most liberal competitive contracts. The Champion is written only on responsible, commercial risks and will appeal especially to well informed prospects who are familiar with the less liberal provisions of corresponding policies. It can be sold to executives, professional men, business women, and persons in responsible clerical positions.

Agents will find our Accident Policies a profitable adjunct to their present lines. We give liberal contracts—the same as to our full-time Agents. Accident business affords the Agent a regular, substantial income, exposes him to more sales, supplies an effective approach for Life business, and furnishes in each application valuable information on Life prospects. Write for full information.

MISSOURI STATE LIFE INSURANCE COMPANY

M. E. SINGLETON, President

HOME OFFICE: SAINT LOUIS

LIFE

ACCIDENT

HEALTH

GROUP

matter we would like to know more about."

Fidelity Mutual Life.—It is now the practice of this company not to grant insurance to those engaged in aeronautics or submarine expeditions or operations."

Aetna Life.—"We do not make a practice of writing risks engaging in aeroplaning as an occupation, or as a part of their occupation. This does not mean that a single aeroplane ascension would vitiate the policy, but all the facts respecting an applicant's exercise of this privilege should be stated in such an application and they will receive careful attention."

Reliance Life.—"Our application for insurance does not include a question relative to aerial ascensions, automobile racing or engaging on submarines, but if the company receives advice that the applicant does engage in any of the above no policy is issued."

Mutual Benefit Life.—"We could not regard favorably persons applying to us for life insurance who made in their applications statements similar to those in the fourth paragraph of your letter."

Penn Mutual Life.—"In reply to our letter asking our action should an applicant state he rides a motorcycle, expects to engage in automobile racing, make aerial ascensions or serve on submarines, etc. if an applicant states that he expects to take trips in an airplane for business or pleasure or engage in aviation such answer would debar the applicant from insurance in this company."

New York Life.—"We do not insure men who are engaged in giving exhibitions or in 'fancy flying.'"

Union Central Life.—"Except for term insurance, the company will not reject an applicant who occasionally makes flights as a passenger."

CONFER ON DISTRICT CODE

Representatives of Various Classes of Insurance Go Over Bill With Superintendent Miller

WASHINGTON, D. C., Oct. 9.—The conference on the proposed insurance code was held Thursday in the office of the superintendent of insurance, at which time copies of the bill were submitted and commented upon by the representatives of the insurance interests of the country, who were present. They were taken by Superintendent Miller to the White House, and were received by the President, after which they returned to the office of the superintendent to discuss the new bill, which it is expected will be passed by the next session of Congress.

A dinner was given in the evening when all these guests were entertained by the local companies, Mr. Miller acting as toastmaster. Insurance problems were discussed from varying viewpoints by experts at this banquet. Speeches were made by C. W. Hobbs, former insurance commissioner of Massachusetts; Representative Frederick N. Zihlman of Maryland, William Montgomery, president Acacia Mutual Life; John Brosman, president Provident Relief Association; Thomas B. Donaldson, former insurance commissioner of Pennsylvania; Representative Stuart Reed of West Virginia, Dr. S. S. Huebner of the University of Pennsylvania; J. E. Henning, assistant secretary of Labor; J. H. Doyle, associate general counsel of the National Board of Fire Underwriters, New York; Alexander K. Phillips, Potomac Insurance Company; R. R. Gilkey, secretary of Surety Association of America; Representative George Edmonds of Pennsylvania, and H. P. Janisch, mutual attorney of Chicago.

Mr. Miller has the hearty approval and cooperation of all in drawing up a model insurance code for the District of Columbia. Another conference will be held Oct. 29-31 at which time the various committees will report.

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AGAINST PENSION PLAN**ACTION OF CINCINNATI MEN**

Life Underwriters Are Opposed to Proposed Measure to Come up at November Election

The Cincinnati Life Underwriters' Association held its first meeting of the season Monday with President C. V. Anderson in the chair. The proposed Ohio pension law, which will come up at the Ohio election in November, was discussed and the association went on record as being against it. The proposed law would provide a pension of \$1 per day after age 65, provided that the pensioner has lived in the state for at least 15 years.

John L. Shuff of the Union Central characterized this proposed legislation as the highest type of paternalism known and just what has made Europe what it is. He said it represents exactly the opposite of what the people are trying to do in this country. The association voted to take active steps against it, and to appoint a committee which would prepare literature to be distributed by the agents and particularly by the industrial staff.

Cost Would Be High

Besides the expensive machinery required to operate it, the cost would be about \$40,000,000 a year. H. W. Hutchins pointed out that a man at age 50 could come in from another state, sit tight for 15 years, and draw the pension for the rest of his life. He said that it takes out from every man's heart the spirit of thrift, the incentive to take care of his old age. The State Grange of Ohio is against it, as are the Ohio Chamber of Commerce, Cincinnati Chamber of Commerce, Cincinnati Business Men's Club and many other organizations.

The law would establish a pension bureau in Columbus, a bureau in each county and additional county officers. The initial expense for these would be more than \$300,000. An already over-taxed citizenship must bear this additional burden and contribute to the support of those who have failed to produce and save.

Would Not Reduce Charity Wards

The proposed law would not diminish the demand for charity or do away with taxes for charitable institutions, as those persons who are now receiving public charity, under the law, cannot apply for pensions. As it requires a residence of only 15 years in Ohio, improvident, elderly people who have no property will flock to Ohio from other states.

Both husband and wife may claim pension at the same time. It ignores the moral and legal obligation of the children of blood relatives of the applicant, and forces the state in their stead to become responsible for the support of any person 65 years old and who possesses less than \$2,500.

Wrong in Principle

The proposed law is wrong in principle, as it requires the state to pension persons who have given no public service to the state.

It strikes a deadly blow at thrift and economy and puts a premium on inefficiency and waste.

Abner Thorp, editor of the Diamond Life Bulletins was elected to press mem-

GRIZZARD IS HOPEFUL**BIG THINGS FOR THE AGENTS**

Well Known Insurance Leader Says That Field Workers Can Anticipate Years of Prosperity

Jaems A. Grizzard, head of the Grizzard Life Insurance System, whose executive offices are in Chicago but which maintains offices in Columbus, Cleveland and Detroit, gave it as his opinion this week that life insurance men can look forward to at least two or three years of great prosperity and production in the business.

Mr. Grizzard said that he had made a careful analysis of business conditions in the cities in which he operates. He feels that the country from a business standpoint is in a normal condition. People are getting adjusted to higher wages and paying higher prices for what they buy. Wage earners are employed and have been for a long time. They are getting good wages. He thinks there is an upward look in the agricultural sections.

Conditions in Europe

Mr. Grizzard said that he believed the European situation will solve itself. He feels that conditions are improved on the other side. Economically when the old world is more normal, prosperity on this side will be greatly enhanced. Mr. Grizzard said that all life insurance men need to do these days is to work hard and intelligently.

The business is to be had if the agents will go after it. He said that any agent can make a very comfortable and even a handsome living if he will devote himself to a systematic canvass of prospects, present the actual needs of the prospects enthusiastically and show how life insurance will meet them.

LAUNCH EXPANSION PROGRAM

Northwestern National Life Makes Some Executive Changes and Prepares for Campaign

MINNEAPOLIS, MINN., Oct. 10.—Several executive changes are announced by the Northwestern National Life. Homer G. Hewitt is made assistant superintendent of agencies; R. P. Walston becomes field supervisor; J. C. Prall is made general agent at Ames, Iowa, and J. M. Rienke general agent at Des Moines.

The Northwestern is beginning an expansion program in Pennsylvania, Virginia, Indiana, southern Illinois, Mississippi and Kansas. W. B. Wilson, second vice-president, will leave the latter part of the month to direct this campaign.

bership in the association, after members had expressed their appreciation of his work for the Cincinnati association, as well as life insurance in general. L. C. Witten, Jr., manager of the Massachusetts Mutual, stated that Mr. Thorp's work is the best of its kind anywhere in the country.

Announcement of the Sales Congress on Friday of this week at Dayton was made and Cincinnati members were invited to attend.

Provident Mutual

Life Insurance Company

of Philadelphia

PENNSYLVANIA
FOUNDED 1865

The new policy contracts of the Provident Mutual make it easy for an agent to fit a policy to a definite need of his policyholder.

The policyholder also finds it easy to understand that his particular purpose in taking the policy will be definitely carried out.

These policies are thus admirably adapted to an Insurance Programme—for the protection of the policyholder's family or of his own old age, through income—for the education of his children—for the protection of his business or of his estate—for the cancellation of a mortgage or other debts.



When The Home Office Says "No"

When the word comes back from the Home Office, "Application rejected," it means that the agent has spent a great deal of valuable time unproductively—that it has been wasted, and that his sales efficiency has been greatly lowered.

The Medical Life writes a policy that enables life insurance salesmen to avoid lowering their sales efficiency—a policy exclusively for Sub-standard risks. And, considering the vast numbers of impaired risks, this policy brings numerous good sales for the solicitor.

Medical Life also writes the regular Standard policy and a Child's Endowment policy in addition to this special policy, and can offer new representatives several attractive propositions. Write for further information.

"Life Insurance for Everyone."
The MEDICAL LIFE
INSURANCE COMPANY OF AMERICA
WATERLOO IOWA

I. G. LONDERGAN
Vice Pres. & Gen'l. Mgr.

E. E. BROWN
Agency Supervisor

H. A. HOPF AND COMPANY

MANAGEMENT ENGINEERS

Specializing in Advisory Work for Insurance Companies

Organization Methods Equipment Personnel Standardization Modern Office Planning

Main Office: 40 Rector St., New York

Western Office: 327 S. La Salle St., Chicago



"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → LATEST POLICIES AND AGENCY CONTRACT FOR FACTS
Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

Total and Permanent Disability

A RAPIDLY INCREASING AND A GRAVE PERIL

It is increasing because we are all becoming specialists and are losing our earlier economic independence. It is increasing too because of the strenuous nature of modern life. It is grave because our defense against it is limited.

UNDER the existing social program, our individual and family necessities are covered through that universal medium of exchange called MONEY. This is a relatively new program.

Some of our grandmothers knew how to spin, to knit and to weave; some of our grandfathers raised flax and wool, tanned leather, made their own footgear, and built their own houses. Under such conditions little money was used or needed. Each family then produced and manufactured a large proportion of the necessities of life. A few do that still. Down in the mountains of Kentucky the women still know how to spin and weave. If under such circumstances people have less, they are more independent than those in richer communities, and they are less affected by the ups and downs of business and by personal misfortunes. They live their lives less in terms of money and more in terms of food, clothing and housing.

Our people as a whole have for a century and a half been growing away from that independent, self-supporting family life. The division of labor has been going steadily on until most of us do but one thing. We produce values of some kind, turn them into money, and with that money buy from others what we need. We manage our lives in terms of money.

Few people in those early days were ever "out of work." Those words had no terror for them; but to be "out of work" now for a few months means trouble for most of us and want for some. As we now live, an assured income is the great necessity. Since we must pay for most of the things we use—because they are produced by others—an income from some source is the only thing that stands between many of us (and our dependents) and actual want.

While we are young and strong we can manage the income. But how shall we protect our dependents AND OURSELVES in case we are totally and permanently disabled?

THE TOTAL AND PERMANENT DISABILITY OF THE BREAD-WINNER UNDER OUR

CIVILIZATION IS AN INCREASING AND A VERY GRAVE PERIL. ITS CONSEQUENCES ARE SOMETIMES MORE SERIOUS THAN THOSE THAT FOLLOW DEATH ITSELF.

There is only one sure protection against this peril, where the bread-winner's strength and productive ability represent the capital of the family. That protection is Life Insurance. If the bread-winner dies properly insured the policy produces an income. BUT under our present contracts, issued to Class A Risks only and for limited amounts, IF THE BREAD-WINNER HIMSELF BECOMES A BURDEN through total and permanent disability before age 60, the policy also covers that: it yields an immediate income of Ten Dollars monthly for each \$1,000 of insurance carried, with no further premiums to pay.

If the disability is, as a matter of fact, finally overcome, the policy, with no lien against it because of disability payments, has every value and right that it would have had, at that time, if the disability had not occurred, if all premiums had been paid, and if no money had been borrowed on it. It may now be continued in full force by the payment of premiums as before.

If the disability is not overcome, the full face of the policy will be paid at maturity.

Disability Benefits are as epochal in Life Insurance as Non-Forfeiture was when the New York Life (first of all the Old-Line Companies) adopted it sixty-three years ago; they meet industrial and social necessities: THEY PROTECT THE INSURANT.

Beyond the benefits of loan and cash values, a strengthened credit and the moral consciousness of duty done, a policy of Life Insurance has not hitherto protected the insured. The great purpose of the policy was to protect someone else after the insured was dead. TOTAL AND PERMANENT DISABILITY IS LIVING DEATH. The policy covers that and protects the insured as well as the family.

Ask a NEW YORK LIFE agent to show you a sample policy.

NEW YORK LIFE INSURANCE COMPANY

DARWIN P. KINGSLEY, President

SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, President

THE ROOKERY, CHICAGO

INSURANCE IN FORCE, JUNE 30, 1923	\$45,500,000
ADMITTED ASSETS	5,137,208
SURPLUS PROTECTION TO POLICYHOLDERS	422,185
PAID TO POLICYHOLDERS SINCE ORGANIZATION	4,065,756

Good Openings in Sixteen States for Personal Producers, General Agents and Managers

Address:

S. W. Goss, Vice-President.



HARRISON B. SMITH, President

George Washington Life Insurance Company

CHARLESTON, WEST VIRGINIA

presents opportunity for liberal contracts covering definite territory with Home Office registry and with power of appointment of sub-agents

The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South Carolina, North Carolina, Georgia and Michigan

Address

ERNEST C. MILAIR, Vice-President and Secretary

NEW STYLE MEETING

GIVE LIFE INSURANCE EXHIBIT

Philadelphia Association to Hold First Meeting of Kind, Prominent Contributors Being Featured

PHILADELPHIA, PA., Oct. 8.—The first Life Insurance Exhibit to be held in America will be held at the Bellevue-Stratford on Thursday, Oct. 11, under the auspices of the Philadelphia Association of Life Underwriters. Among many others, exhibits have been received from President Calvin Coolidge, Mayor J. Hampton Moore, Provost Penniman of the University of Pennsylvania, E. C. Broome, superintendent of public schools, John Fidler, president of the Manufacturers Club, Bartley J. Doyle, president of the Poor Richard Club, Col. Franklin D'Olier, national commander of the American Legion, Charles P. Vaughn, president of the Philadelphia Chamber of Commerce, Ernest T. Trigg, director-general of the Sesqui-Centennial, Rev. Floyd Tompkins, Rev. Russell Conwell, Charles S. Calwell, president Corn Exchange National Bank, and other prominent bankers and civic leaders.

E. J. Berlet, Guardian Life, originated the idea of having such an exhibit, and associated with him in the preparation thereof was Fernand Baruch, Girard Life; Sidney Krumrine, Mutual Life; James T. Lawson, National U. S. A.; Everett H. Plummer, Berkshire; H. Kendall Read, National of Vermont; J. Elerick Willing, State Mutual.

Addresses will be made by: L. A. Cerf, manager of the Mutual Benefit agency at New York City, on "Salesmanship," F. H. Nymeyer of the firm of Sutro and Kimball, bankers of New York City, "Beyond," and Frank D. Buser, of the Fidelity Mutual of Philadelphia, who will tell about the Chicago convention. Frederick G. Woodworth of John Hancock, president of the association, will preside. About 500 are expected to sit down to dinner, immediately following the exhibit.

This will be the first fall meeting of the association.

SHIFT MADE IN POSITIONS

Frank H. Davis and William E. Taylor are Given Some Change in Their Official Titles

Vice-president Frank H. Davis of Equitable of New York has been made vice-president in charge of agencies, while vice-president William E. Taylor who has for many years been in charge of the agency department takes up other duties with the title of second vice-president.

Record of Atlanta Life

The September paid for business of the Atlantic Life was \$2,192,705 and its insurance in force Oct. 1 was \$100,361,360. Thus it passed the \$100,000,000 mark of insurance in force.

Western & Southern News

W. H. Fetter, assistant superintendent of the Western & Southern Life at Lima, O., has been appointed superintendent at Jackson, Mich. After serving as an agent at Lima for four years he was made assistant superintendent. The following agents have been appointed assistant superintendents: A. Rothschild, Cleveland South; M. McNeill, Gary, Ind.; J. C. Blair, Grand Rapids, Mich.; T. D. Clark, Bay City, Mich.; G. Anness, Richmond, Ind.; V. J. Klute, Flint, Mich.; C. M. Osborn, Lima, O.; C. H. Taylor, Toledo South.

The following assistants have been transferred:

I. Goldweber, from Cleveland West to Cleveland North, and J. F. Ewing, from Cleveland North to Cleveland West.

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Commissioners' Standing Committees

THE Insurance Commissioners' Convention has appointed the following standing committees for the year:

Accident and Health—Will Moore, Chairman, Oregon; Jno. J. McMahan, South Carolina; Jno. E. Sullivan, New Hampshire; Edward Maxson, New Jersey; A. Lewis, Jr., Hawaii; Jackson Cochrane, Colorado.

Assets of Insurance Companies—W. E. Monk, Chairman, Massachusetts; J. C. Luning, Florida; W. N. Van Camp, South Dakota; W. D. Spencer, Maine; Jno. E. Sullivan, New Hampshire; Geo. P. Porter, Montana; A. M. Wash, Kentucky; Frank N. Julian, Alabama; Burt A. Miller, District of Columbia; T. M. Henry, Mississippi.

Blanks—Henry D. Appleton, Chairman, New York; Saml. W. McCulloch, Pennsylvania; W. A. Robinson, Ohio; J. F. Williams, Illinois; A. E. Linnell, Massachusetts; Chas. B. Coulbourn, Virginia; R. A. Palmer, Michigan; W. M. Corcoran, Connecticut; Jean M. Legris, Rhode Island; R. E. Daly, Missouri; K. P. Blaise, Iowa; R. E. MacNeills, Tennessee; H. G. Brunnquell, Wisconsin; A. T. Lehman, Indiana.

Codification of Rulings—W. N. Van Camp, Chairman, South Dakota; Jno. C. Bond, West Virginia; H. A. Loucks, Wyoming; J. C. Luning, Florida; Amos A. Betts, Arizona; W. A. Wright, Georgia; S. A. Olsness, North Dakota.

Credentials—Geo. P. Porter, Chairman, Montana; Jas. J. Bailey, Louisiana; W. D. Spencer, Maine; Geo. A. Cole, Nevada; A. Lewis, Jr., Hawaii.

Examinations—Joseph Button, Chairman, Virginia; J. C. Luning, Florida; L. T. Hands, Michigan; G. W. Wells, Jr., Minnesota; H. J. Brace, Idaho; W. R. C. Kendrick, Iowa; A. S. Caldwell, Tennessee; E. W. Hardin, Oklahoma; Harvey L. Cooper, Maryland; Will Moore, Oregon.

Fraternal Insurance—T. M. Henry, Chairman, Mississippi; J. C. Bond, West Virginia; Ben. C. Hyde, Missouri; H. L. Conn, Ohio; John M. Scott, Texas; H. P. Dunham, Connecticut; W. R. C. Kendrick, Iowa; Will Moore, Oregon; J. J. Bailey, Louisiana; L. T. Hands, Michigan; Frank N. Julian, Alabama.

Laws and Legislation—H. L. Conn, Chairman, Ohio; Stacey W. Wade, North Carolina; Will Moore, Oregon; W. R. C. Kendrick, Iowa; Geo. D. Squires, California; F. R. Stoddard, Jr., New York; J. W. Walker, Utah; Edward Maxson, New Jersey; Geo. W. Wells, Jr., Minnesota; W. S. Smith, Wisconsin; E. W. Hardin, Oklahoma; H. L. Cooper, Maryland; W. E. Monk, Massachusetts; Burt A. Miller, District of Columbia; Jno. J. McMahan, South Carolina.

Miscellaneous—John E. Sullivan, Chairman, New Hampshire; Geo. P. Porter, Montana; Geo. A. Cole, Nevada; W. R. Baker, Kansas; A. P. Fitzsimmons, Philippine Islands; A. A. Betts, Arizona; R. A. Olsness, North Dakota; Burt A. Miller, District of Columbia; W. B. Wagner, New Mexico.

Publicity and Conservation—E. W. Hardin, Chairman, Oklahoma; H. J. Brace, Idaho; Bruce T. Bullion, Arkansas; Commissioner of Nebraska; W. D. Spencer, Maine; W. R. Baker, Kansas; J. J. Bailey, Louisiana; John W. Walker, Utah; A. S. Caldwell, Tennessee; Jno. M. Scott, Texas.

Unfinished Business—W. R. Baker, Chairman, Kansas; Geo. P. Porter, Montana; Chas. M. Hollis, Delaware; H. L. Loucks, Wyoming; W. D. Spencer, Maine; The Secretary of the Convention.

Rules of Insurance Companies—J. C. Luning, Chairman, Florida; A. M. Wash, Kentucky; W. S. Smith, Wisconsin; Stacey W. Wade, North Carolina; T. S. McMurray, Jr., Indiana; F. R. Stoddard, Jr., New York; G. W. Wells, Jr., Minnesota; Burt A. Miller, District of Columbia; T. M. Henry, Mississippi; Bruce T. Bullion, Arkansas; Commissioner of Nebraska.

Rules of Mortality and Interest—T. J. Houston, Chairman, Illinois; P. H. Wilbour, Rhode Island; W. A. Wright, Georgia; J. J. Bailey, Louisiana; Bruce T. Bullion, Arkansas; W. S. Smith, Wisconsin; Chas. M. Hollis, Delaware; Frank N. Julian, Alabama; Robt. C. Clark, Vermont.

Social Insurance—H. J. Brace, Chairman, Idaho; Chas. M. Hollis, Delaware; Geo. D. Squires, California; Jackson Cochrane, Colorado; R. C. Clark, Ver-

Splendid Agency Opportunities NOW Open In

Danville, Ill.
Kenosha, Wis.
Sioux City, Iowa
Madison, Wis.
Altoona, Pa.
Winston Salem, N. C.
Johnson City, Tenn.
Durant, Okla.
Elizabeth, N. J.
Huntington, W. Va.
Grand Junction, Colo.
Alton, Ill.
Richmond, Ind.
Grand Rapids, Mich.
Santa Barbara, Calif.

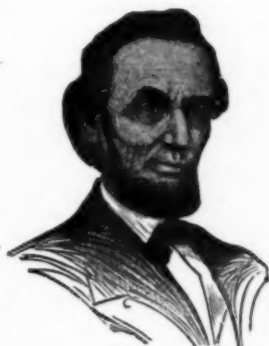
The Policy That Boosts the Agent

"Develop the individual agent and thereby develop the business" has been the sales plan of The Lincoln National Life Insurance Company.

Ours has been a policy of helping each field man to develop his selling power and his service activities rather than a general hue and cry of "get the business."

Substantial returns to each individual salesman of the Company has convinced him that it pays to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$280,000,000 in Force

THE INDIANAPOLIS LIFE INSURANCE CO.

Purely Mutual Low Initial Premiums
Large Annual Dividends
Resulting in an Extremely Low Net Cost

We want honest, intelligent and capable agents, men with an honesty of purpose, who believe that the correct way of building an agency is by giving to Policyholders the best service at the Lowest Cost.

We believe that the Company that serves its Policyholders best, serves its agents best.

The Company's record shows conservative, constructive, steady growth, as shown by the pyramid of figures printed below.

Insurance in Force	
1905	\$ 325,000.00
1906	1,281,919.52
1907	2,158,315.62
1908	2,344,449.12
1909	3,037,135.59
1910	3,760,237.61
1911	4,451,264.48
1912	5,756,690.86
1913	7,011,554.27
1914	8,655,788.49
1915	10,231,921.21
1916	12,021,820.06
1917	13,665,053.54
1918	15,532,346.26
1919	20,456,374.44
1920	27,006,018.90
1921	31,275,345.88
1922	35,236,427.74
1923 } TO OCT.	39,750,000.00

Operating in Indiana, Illinois, Michigan, Texas, Ohio, Minnesota and Florida

Exceptional opportunities for Managers, with direct Home Office connection, at

DETROIT, MICH.
AUSTIN, TEXAS

DAYTON, OHIO
GRAND RAPIDS, MICH.

FOR AGENCY ADDRESS

FRANK P. MANLY
President

or

JOE C. CAPERTON
Sales Manager

mont; J. J. McMahan, South Carolina; A. Lewis, Jr., Hawaii; S. A. Olsness, North Dakota.

Taxation—Ben C. Hyde, Chairman, Missouri; A. M. Wash, Kentucky; H. L. Conn, Ohio; A. S. Caldwell, Tennessee; W. B. Wagner, New Mexico; W. D. Spencer, Maine; W. R. Baker, Kansas; H. L. Loucks, Wyoming; Commissioner of Nebraska; Jno. C. Bond, West Virginia.

Valuation of Securities—F. R. Stoddard, Jr., Chairman, New York; T. J. Houston, Illinois; Ben C. Hyde, Missouri; H. P. Dunham, Connecticut; W. E. Monk, Massachusetts; Edward Maxson, New Jersey; Harvey L. Cooper, Maryland; Saml. W. McCulloch, Pennsylvania; R. C. Clark, Vermont.

Unauthorized Insurance—J. C. Bond, Chairman, West Virginia; P. H. Wilbour, Rhode Island; T. M. Henry, Mississippi; H. L. Conn, Ohio; Will Moore, Oregon; A. A. Betts, Arizona; Jackson Cochrane, Colorado; J. J. McMahan, South Carolina; W. A. Wright, Georgia.

Agency Resumes Sales School

The insurance salesmanship school conducted by Milwaukee general agency of the New England Mutual Life for Wisconsin and upper Michigan, has been resumed this month, under the direction of Dr. William A. Fricke, former Wisconsin insurance commissioner. Three 50-minute sessions will be held each week, beginning at 8:45 a. m. Monday, Wednesday and Friday, according to A. L. Saltzstein, general agent. Announcement of the curriculum will be made later.

Bankers Has Wichita School

The Bankers Life of Des Moines conducted another of its schools of instruction last week at Wichita, Kans., this being the 23rd school conducted by the company in various parts of the country. The company has a schedule of 26 schools. Agency managers from Kansas and Oklahoma assembled in Wichita for the conference and sales school, which was held under the direction of the home office party, consisting of: Dr. Ross Huston, medical director; G. W. Fowler, secretary; and James O. Heath, regional sales manager. Some outside speakers were secured to represent the view point of those other than licensed underwriters. G. L. Davidson, chairman of the board of the Fourth National Bank of Wichita, gave a talk on "Business Conditions in the Southwest." S. A. Coleman of the "Beacon" explained the newspaper attitude towards good and bad publicity. The company has three more of these sales schools to conduct before its schedule will be completed, these being in Dallas, San Antonio and El Paso, Tex.

Has Written 100 Million This Year

President George Kuhns announces that the Bankers Life of Iowa has passed the \$100,000,000 mark for new business for 1923. This breaks all records, although for the past five years when conditions were most discouraging, a marked advance has been made over each preceding year.

Would Expand Oklahoma Club

With a view to enlisting every general agent and manager in Oklahoma, a membership drive was launched at a meeting of the General Agents and Managers Club Monday at Oklahoma City. Each member was assigned the names of four men in the state who are eligible, with the request that he secure them as members.

Boosts Wisconsin State Fund

Strenuous efforts are put forth by W. Stanley Smith, recently appointed insurance commissioner of Wisconsin, for the promotion of the state life fund. The most recent development in the commissioner's advertising campaign is a circular entitled "Life Insurance at Cost," which is sent out with every check issued by the state treasurer.

New Policies

New and appealing line of policies being written.

Rates exceptionally attractive.

Unusual contracts to agents.

Several splendid agencies open in Iowa.

Write for information.

Louis H. Koch, President

**NATIONAL
AMERICAN**
LIFE INSURANCE COMPANY

Burlington, Iowa

Capable Policy-Placers

can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the application. Why not make inquiry now?

Union Mutual Life Insurance Co.
PORTLAND, MAINE

Address:
ALBERT E. AWDE, Supt. of Agencies

Do You Know That You Can

do a real job of Agency building? Would you like a REAL salary and a REAL opportunity? An aggressive, growing, Middle Western life company offers this opportunity NOW. It has no time for theorists, has-beens or rocking-chair leaders. If you are of clean record morally and as an insurance man; free from debt; aged between 30 and 45; with good health and happy in your family life; a fighter and a leader of men and if you can show us a record of recent results—then we have a SALARY and a chance for you to BUILD YOURSELF IN and become a material part of this successful company—all commensurate with the job you are expected to do. Give us ALL the information in first letter and if possible send a recent picture of yourself. All answers treated in strict confidence.

Address **F-83**

Care The National Underwriter.

MORE THAN 50%

of the business written by some of our largest agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

Fidelity is a low-net-cost company operating in 40 states. Full level net premium reserve basis. Over Quarter of a Billion in force. Faithfully serving insurers since 1878.

FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA
 Walter LeMar Talbot, President
 A few agency openings for the right men

Monthly Income Plan Called Best Selling Form by Elliott Hall

THE great value of monthly income insurance from every viewpoint was pointed out by J. Elliott Hall of the Hall-MacNamara agency in New York, speaking before the agency conference of the Penn Mutual Life agents of the mid-western field at West Baden, Ind., last week.

"There are many reasons why I believe monthly income insurance is the best form to sell," Mr. Hall said. "First, from the standpoint of the beneficiary; second, for the insured; third, for the agent, and fourth, for the company. There cannot be any sound argument devised that will take the place of Dad after he is gone. Monthly income insurance is the only contract written by any institution that will accomplish for one's dependents after his death the things that he hoped to accomplish if he lived.

"If there is any short cut to success for the insurance salesman, I believe it is by the monthly income route. A man does not give his wife a lump sum at the beginning of each year with which to provide for current expenses. She receives a certain amount monthly (or weekly). She has been educated on the monthly income idea. You will have to meet the investment argument, but that one is easy. I will not go into it, for you all know that about 97 percent of all estates are entirely dissipated within seven years after the man's death.

"I make it a rule, after having had a good opportunity to outline my service completely, to sell the man there or forget him. The best business is sold on the first or second interview among people you have never seen, providing the agent has had an opportunity to thoroughly explain his proposition. We are always spending too much time hatching 'china eggs.'"

Reliance Ending School Tour

The Reliance Life is completing its sales tour which began the first week in September in Ohio under the direction of E. G. McCormack, general manager. A meeting is being held in Portland, Ore., this week and the schedule for the return trip to Pittsburgh includes Denver, Omaha and Minneapolis. The meetings have been well attended in each of the cities visited, a two days' sales session being held in each case for the agents who produced the allotted amount of new business. Traveling with Mr. McCormack on his national tour are L. B. Gregory, assistant secretary in charge of the accident department; Angus Almond, superintendent of agencies for the west division with headquarters at Denver, Colo.; W. L. Wilhite, superintendent of agencies for the eastern division, with headquarters at Memphis.

Head Off California Fraud

With the confession and indictment of Alex A. Kels, cattleman of Lodi, Cal., for slaying a Lodi rancher, supposed to be A. Zung, another attempt to defraud life insurance companies has been brought to light. Kels carried \$80,000 life insurance, \$50,000 it is reported in the New York Life and smaller policies with other stock companies and fraternal organizations. Of this \$25,000 was made payable to the Citizens National Bank to cover loans, \$37,000 to Mrs. Kels and \$3,000 to a child.

A body, supposed to have been that of Kels, was found in his automobile, which had been burned together with a haystack a few miles from Lodi. An examination of the corpse, however, aroused suspicion, it being that Kels perpetrated the plot in order that his wife might collect the \$37,000 insurance. He was finally caught at Eureka.

*This is one of a series of messages appearing each week.
Watch for the one to appear next week.*

Growth Through Service

The successful life insurance salesman is credited by many with a large amount of luck. He seems to have business "falling" his way continually. But is it luck? When you get right down to the facts, when you analyze his salesmanship methods you will find that he has a keen regard for every policyholder. If, at any time, he can help that policyholder he will do his best. Service then, is the basis of his success.

And in a similar way, the Grizzard System has adopted "Intensive Service" as the basis of its business activity. And thereby the Grizzard System has shown a satisfactory growth. Every policyholder is a friend who recognizes and values the work that is being done in his behalf.

Ask for a free copy of Radio
Address on "Life Insurance," by James A. Grizzard



GRIZZARD SYSTEM OF
CHICAGO, Incorporated
Illinois Merchants Bank Bldg., Chicago

GRIZZARD SYSTEM OF
MICHIGAN, Incorporated
1st Natl. Bank Bldg., Detroit

GRIZZARD SYSTEM OF
OHIO, Incorporated

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16 E. Broad St., COLUMBUS
Metropolitan Bldg., AKRON
Daily News Bldg., CANTON

GRIZZARD SYSTEM OF AMERICA, Incorporated

Executive Offices, Illinois Merchants Bank Bldg.

CHICAGO

Our Agents Have
A Wider Field—
An Increased Opportunity
Because we have

Age Limits from 2 to 60.

Policies for substantial amounts (up to \$3,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

Northwestern National Life Insurance Company
MINNEAPOLIS, MINNESOTA

Mutual, with unexcelled dividend factors.

Mortality, 1922, 42%.

Interest earned upon mean invested assets 6.15%.

Assets of \$109 to each \$100 of liabilities.

Business in force, Dec. 31, 1917, \$54,193,000

Business in force, Dec. 31, 1922, \$152,530,000

Excellent direct general agency contracts available for Missouri, Kansas, Southern Ohio and Virginia

Mutual Life 1923 Dividends

The Mutual Life Insurance Company of New York was the first American legal reserve life insurance company to pay cash dividends. For more than seventy-five years it has consistently made dividend returns to policyholders, and, except for an occasional slight decrease in schedule, has maintained an upward trend in its returns.

In 1922 the Company paid in dividends to policyholders \$30,046,105.

Its dividend scale for 1923 was increased from 7 to 10% (according to plan and age), and it has set aside for 1923 dividends to policyholders \$32,832,839, equalling about 34% of the amount of 1922 premium receipts.

For terms to producing Agents address

The Mutual Life Insurance Company
of New York
34 Nassau Street, New York

THIS YEAR

New England Mutual Life Insurance Company
of Boston, Massachusetts

Completes Four-Score Years of Public Service

This Company, the First Mutual, is
Young in Spirit and Progressive in Action

1843 — Eightieth Business Year — 1923

GOOD TALENT SECURED

PLAN OF BALTIMORE SCHOOL

List of Instructors Includes Many Life Insurance Men of National Prominence

BALTIMORE, MD., Oct. 9.—Judging by the number of applications received so far the school of life insurance underwriting of the Baltimore College of Commerce, which will open Nov. 2, will be the largest in the history of the college.

Instructors include a number of practical insurance men, who have made a success of the business, such as: Ernest J. Clark, John Hancock Mutual Life; Curtis A. Hollingsworth, service manager Biggs-Darby agency Massachusetts Mutual Life, and J. Bruce Thompson, service manager and special agent Mutual Benefit Life.

Special lecturers include Griffin M. Lovelace, director of life insurance training school, New York University; Dr. S. S. Huebner, professor of life insurance of the business, such as Ernest Commerce, University of Pennsylvania; James L. Madden, manager insurance department Chamber of Commerce of the United States, Washington, D. C.; Neil D. Sills, general agent Sun Life of Canada, Richmond, Va.; Leonard A. Spalding, general agent Mutual Benefit Life; A. L. Baldwin, general agent Northwestern Mutual Life, Washington, D. C.; J. K. Voshell, manager Metropolitan Life; Charles R. Posey, manager Mutual Life; Robert H. Walker, general agent Provident Mutual Life; R. U. Darby, general agent Massachusetts Mutual Life, and William P. Stedman, general agent National Life, all of Baltimore; Felix Rothschild, secretary Sun Life of America; James A. Taylor, attorney at law, Washington, D. C., and Dr. Carey B. Gamble, home office referee Mutual Life of New York, Baltimore.

New York Examiners Busy

Representatives of the New York insurance department have concluded their examination of the National Surety, and will soon wind up that of the Great American Fire, after which the reports upon each will be whipped into shape. The examination of the New York Life is still under way and is not likely to be concluded for some little time. After several months spent on the Pacific Coast checking up the figures of a number of foreign companies having direct reporting branches in that territory, a party of examiners from the New York department returned to New York City several days ago. The trip to the west coast is the first that the New York representatives have made for a number of years.

Issues Newspaper Policy

Through arrangement made with the Gem City Life, the Columbus, O., "Dispatch" is issuing life insurance policies for \$500 to its subscribers for \$4.80 per annum, payable quarterly. All "Dispatch" subscribers and members of their families are eligible, ages 15 to 50, and no physical examination is necessary. The insured, however, must at the time the policy is issued, be able to attend to his usual duties. The policies are arranged for under the group plan.

Aetna Life Meeting

The \$100,000 Club meeting of the general agency of the Aetna Life in charge of Managers Keene & Hoagland of Peoria, Ill., was held Friday and Saturday in Peoria. Agency Secretary K. A. Luther and Logan Bidle, field superintendent from the home office, were present. J. Allen Fiske of St. Louis, the well known Aetna Life man, and Rev. J. M. Stevens of Peoria spoke. John E. Keene presided at the banquet Friday evening.

"THE COMPANY OF CO-OPERATION"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family! Any plan, any age, either sex!

This is a service our men appreciate these days

If it appeals to you, write

HOME OFFICE
DES MOINES (R. T. Bldg.) IOWA
TERRITORY
IOWA SOUTH DAKOTA

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 D. R. McLurg, Associate
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 Omaha, Nebr.



Provident Life Insurance Company

Bismarck, North Dakota

Insurance in Force, \$13,500,000

H. H. STEELE, President	F. L. CONKLIN, Secretary
C. L. YOUNG, Vice-President	H. B. BEACH, Asst. Sec. and Actuary
J. L. BELL, Treasurer	W. H. BODENSTAB, Medical Director



Only high-type men and women can obtain contract to represent this company.

Open territory in Ohio and Minnesota. Interesting General Agent's contract direct with Company backed by real co-operation.

CLIFTON MALONEY, President	JACKSON MALONEY, Vice-President
A. MORELEY HOPKINS, Manager of Agencies	

Home Office Building
111 N. BROAD ST., PHILADELPHIA, PA.

HOME LIFE INSURANCE CO.

New York

WM. A. MARSHALL, President

The 3rd Annual Report shows:
 Premiums received during the year 1922 \$ 7,360,835
 Payments to Policyholders and their beneficiaries in Death Claims, Endowments, Dividends, Etc. 5,400,700
 Amount added to the Insurance Reserve Funds 2,204,742
 Net Interest Income from Investment 2,110,922
 (\$72,352 in excess of the amount required to maintain the reserve.)
 Actual mortality experience 52.87% of the amount expected.
 Insurance in Force 232,163,052
 Admitted Assets 46,253,715

FOR AGENCY APPLY TO
W. A. R. BRUEHL & SONS
 General Managers
 Central and Southern Ohio and Northern Kentucky
 Rooms 601-606 The Fourth Nat. Bank Building
 CINCINNATI, OHIO

HOYT W. GALE
 General Manager for Northern Ohio
 220-223 Leader-News Building
 CLEVELAND, OHIO

THE PENN MUTUAL

is national in the scope of its operations. It is individual in the service that it renders to its members and to its field representatives.

Back of your independence it is ready to stand as an economic bulwark.

The PENN MUTUAL
 Life Insurance Co.
 Independence Square Philadelphia

SENATOR DAILEY USES HIS HICKORY STICK

(CONTINUED FROM PAGE 3)

ing committee was impressed with the testimony given by insurance men. He felt that the way had been cleared and that in the future insurance interests had nothing to fear from the Illinois legislature.

Says Dailey Is an Ink Fish

Daniel J. Schuyler of the law firm of Schuyler, Ettelson & Weinfeld of Chicago was asked this week by THE NATIONAL UNDERWRITER if Senator Ettelson or the law firm desired to make any statement regarding the address of Senator John Dailey of Peoria, Ill., chairman of the senate insurance investigating committee before the Illinois Association of Insurance Agents in Springfield last Friday. Mr. Schuyler said to THE NATIONAL UNDERWRITER in substance:

"You can say for Senator Ettelson and our law firm, that Senator Dailey's vociferous remarks remind us very much of the ink fish. The ink fish, you know, when attacked, exudes a jet black liquid in large quantities which colors the water all about it. In this way the ink fish renders the water murky so that it can escape from its pursuers. That expresses our attitude better than anything else I can say."

Sailstad Case Appealed

The famous Sailstad case involving \$80,000 life insurance will be heard by the circuit court of appeals in Chicago Oct. 31. This case, being an appeal from the United States district court at Superior, Wis., originated when the New York Life contested payment of \$10,000 on a life policy covering E. J. Sailstad. The summer cottage of Mr. Sailstad was burned in August, 1920, and bones found in the ruined structure were claimed to be those of the owner. When claim was filed on the policy it was contested and the case carried to the courts. In addition to the \$10,000 policy issued by the New York Life there are seven other companies involved for \$10,000 each.

Plan Agency Round-Up

The annual agency meeting of the Indianapolis branch office of the Aetna Life of which Paul W. Simpson is manager will be held in Indianapolis on Friday and Saturday of this week. Representatives from the home office will be present and a very interesting program has been prepared. A banquet will be given the visitors on Friday evening.

Lamar Life Lets Contract

The board of directors of the Lamar Life has ratified the award of contract for the company's new 12-story office building. The building is to be erected on the south side of Capitol street, Jackson, Miss., on the old Hotel Norvell site, directly across from the governor's mansion, and the total cost will be \$560,000.

The contract provides that work is to start within 15 days, and completed within 300 working days.

Panhandle Agents Meet

The Panhandle district agents of the Northwestern Mutual Life met in Wheeling, W. Va., last week for a business conference, held in the Wheeling office of the company with representatives present from every office in the panhandle. The entire session was devoted to discussion of the past year's work in the district offices. It was announced at the meeting that during the past year over \$5,000,000 was paid for by the agents in the panhandle.

Will Enter California

The Central States Life of St. Louis will enter California shortly. Knight & Shipley, general agents for Nebraska, are moving to Los Angeles and will direct the affairs of the company in California from that city.

A MAN'S JOB IS TO MAKE A SUCCESS

You can do it with a company that has

\$67,721,828 business in force
 12,325,323 in admitted assets
 10,488,699 securities on deposit with the State
 12,536,498 paid to policyholders
 6.23 interest earned in 1922

SEE THE

ROYAL UNION MUTUAL LIFE INSURANCE COMPANY

FRANK D. JACKSON, Pres.

SIDNEY A. FOSTER, Secy.

DES MOINES, IOWA



SHIELD POLICIES

Ordinary Life Insurance

Industrial Life Insurance

Health & Accident Insurance

MORE THAN \$30,000,000.00

Paid in Claims during the last 20 Years

C. A. CRAIG, PRESIDENT

W. S. BEARDEN, SECY.-TREAS.

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.

HOME OFFICE: NATIONAL BUILDING

NASHVILLE — TENNESSEE

In all the History of Life Insurance, there have been Few Developments as Significant as the Growth of the COLUMBUS MUTUAL LIFE INSURANCE COMPANY, the Company which first Eliminated General Agents and other Middlemen, which First Gave Vested Renewals, and which First Gave Unrestricted Territory to Agents. There are other Innovations to the Credit of the COLUMBUS MUTUAL LIFE, including Perfected Endowment Policies. If you think of a Change in Connections, write Your Name and Address on the Margin of this Advertisement and Mail to the Home Office of the COLUMBUS MUTUAL LIFE at Columbus, Ohio. The Most Interesting Insurance Literature You ever Saw will be Forwarded to You. Such an Inquiry Involves no Obligation.

IN recent months two men have given up \$10,000.00 annual salaries to go with the COLUMBUS MUTUAL LIFE, although this Company pays no salaries. In the long run they will do much better with the COLUMBUS MUTUAL however.

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance," \$1.50, including Quils Book supplement. The National Underwriter, 1362 Insurance Exchange, Chicago.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor
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PUBLICATION OFFICE, Insurance Exchange, CHICAGO. Telephone Wabash 2704
CINCINNATI OFFICE, 420 E. Fourth St., Telephone Main 5192, RALPH E. RICHMAN, Manager
E. R. SMITH, Statistician ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE, 80 Maiden Lane, New York; Telephone John 1032
GEORGE A. WATSON, Eastern Vice-President
NORTHWESTERN OFFICE, 307 Iowa National Bank Bldg., Des Moines, Ia. Tel. Market 3957
J. M. DEMPSEY, Manager

Subscription Price, \$3.00 a year; in Canada, \$4.00 a year. Single copies 15 cents
In combination with the National Underwriter (Fire and Casualty) \$5.50 a year; Canada \$7.50

Case Method at Conventions

THERE has been considerable comment on the program of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS at its annual conventions. EDWARD A. WOODS, manager of the EQUITABLE LIFE of New York at Pittsburgh, is chairman of the program committee. He has succeeded in revolutionizing the convention activities of the national body. He has injected new life into the proceedings. He has gotten away from the old "dry as dust" plan by presenting some practical, inspirational and educational ideas. Great credit is due Mr. Woods for this transformation.

However, many people who attend these conventions feel that the so-called "case method" has been carried too far. They believe that a fewer number of cases should be presented and opportunity should be given for discussion as to these cases. The illustration is given by one man. He may have an entirely wrong slant or at least a more efficient presentation may be made. Yet there is no opportunity given for discussion as to these cases.

We are giving herewith a letter written by one of the most intelligent life insurance personal producers in the country, whose opinion is worth while. He says:

"I attended the Toronto convention and it occurred to me then that the case method was rather over-worked and not worth the time given to it. It is made to follow too many idiosyncrasies of agents. As I read the illustration, it seems to me that ordinary life insurance payable to specific beneficiaries would, nine times out of ten, solve the problems submitted. That is, of course, if a proper distribution clause is worked out.

"As to bequest insurance, you are quite right that the rank and file of insurance men do not handle it and perhaps are not qualified to sell it. They do not understand the insurance trust idea and their writing does not require such knowledge. A few of us are called to give advice in regard to distributions which suspend the power of alienation and to plan for remote, contingent beneficiaries. Therefore, you are undoubtedly right in saying that the convention would be more interesting and the time better occupied if it gave its attention to simpler and more direct selling methods.

"There is one other matter I would like to ask your opinion about. I have

seen advertisements of some life insurance companies offering blank forms on which to make a will. Some insurance solicitors have also distributed such forms. Is not this a matter which requires legal advice and is it wise for any insurance man to assume so great a responsibility? Do we not as insurance men make a serious mistake when we undertake to perform the services of a lawyer? It may be that these advertisements have not come to your attention. But, if so, and you agree with me that insurance men should keep away from such practices, it may be that an editorial from you would help. Your criticisms are in the right direction and sometime they will undoubtedly bear fruit."

The subscriber brings up the question of the offering of blank forms for wills. There are some phases of life insurance work which dovetail in with that of the lawyer and the trust company. Life insurance men naturally need to render every possible service. They should insist on men making wills. Perhaps but few life insurance men are competent to draw up wills and the form devised for one man may not be the one for another. The subscriber is correct in saying that the life insurance man should not encroach on the preserves of the lawyer because the former may give wrong advice.

Along with the practice of furnishing blanks for wills, some life insurance men are now suggesting trust agreements where life insurance trusts are established. There are some life men that are using the argument that by the establishment of a life insurance trust, one's tax on income may be reduced legitimately. However, this is dangerous ground on which to tread unless one is fully acquainted with all the phases. The form of the trust agreement is a legal one which should be left with the trust company.

Every man expects to retire from business some day. Likewise, he equally expects to save a snug sum of money before he reaches the age where he must retire. Men plan to do their saving tomorrow or next week or next year. A life insurance man can show that very few men at 60 have anything to show for their work. Life insurance itself can do for the individual what he cannot do himself and will provide an income for life after age 60.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Miss Laurabelle E. Knapp, statistician for the E. A. Ferguson general agency of the Union Central Life in Chicago, was married Saturday to C. W. Peterson. Miss Knapp was probably as well known to the members of the life insurance fraternity in Chicago as any life insurance woman in the city. She had handled the Liberty Loan campaign for the life insurance section when \$7,000,000 was subscribed in one day on one drive. She was well and favorably known to practically every general agent in Chicago. Miss Knapp started in the life insurance business in the Chicago office of the Union Central under H. S. Standish, then statistician for the office, in 1911. She has been very successful in her chosen field and her success again calls attention to the possibilities for women in the life insurance field, particularly in statistical work, as they are unexcelled in handling detail work of that kind.

Henry G. Lukens, secretary of the Columbia Life of Cincinnati, has resigned and will retire from the insurance business. Mr. Lukens is well along in years and will look on from the side lines hereafter. C. E. Armstrong, who has been with the Columbia for some time, will take over Mr. Lukens' work. The company will not elect a secretary for the present. L. C. Cox, formerly with the Mutual Life of Baltimore, who went to the Columbia some months ago as assistant actuary, has resigned and will shortly make another connection.

Vice-President Charles F. Coffin of the State Life of Indianapolis recently underwent a serious operation and was in the hospital for 16 days but he surprised his physicians by the rapid recovery which he made and is now again at his desk.

W. J. Olive of Holland, Mich., general agent of the Franklin Life of Springfield, Ill., has been with the company for 20 years. He therefore is made an honorary member of the \$100,000 Club. Mr. Olive is one of the leading general agents of his company. He operates in a rather circumscribed territory, but has built up a handsome business because of his energetic, intelligent and successful methods.

J. L. English, first vice-president of the Aetna Life, celebrated his 80th birthday Oct. 1. The occasion was remembered by the officers of both life and casualty companies, who contributed large baskets of roses.

President Darwin P. Kingsley was recently called to Burlington, Vt., on account of the sudden death of his mother, who was 92 years of age.

Miss Katharyn Abels of Springfield, Ill., the eldest daughter of Vice-President Henry Abels of the Franklin Life, was married this week to William Kimber of that city, who holds a prominent position with the Weaver Manufacturing Company. Miss Abels is one of the popular young women of Springfield.

H. Selfridge Standish, associate manager for the Union Central at Chicago, is back at his desk after an absence of over two weeks, following an automobile accident in which he was seriously injured. Mr. Standish was standing behind his car when another machine ran into it, badly crushing his leg. He was laid up for over two weeks and is now getting around with difficulty.

President Harrison B. Smith of the George Worthington Life, Charleston, W. Va., has returned to his desk from an extended vacation in the east. In New York City he met Mrs. Smith, who recently returned from a three months' tour of Europe. Alec B.

Smith, 15 year old son of President Smith, entered Haverford School this week. Haverford School is near Philadelphia and is a preparatory school for Princeton.

H. W. Osionach, Continental Life agent at Memphis, Tenn., has been called upon to take charge of the annual Memphis automobile show. The residents of Memphis know that Mr. Osionach can deliver the goods, that is why they insisted he take charge of the show. Despite the show Mr. Osionach found time to write \$41,500 last week.

Honors are clustering fast about the head of A. R. Edmiston, general agent at Lincoln, Neb., for the Union Central. In addition to being elected an assistant to the president of the National Association of Life Underwriters, he has just been selected as a member of the provincial council of the sixth district of the Protestant Episcopal Church, comprising eight middle western states. He will sit with two bishops, two clergymen and another layman.

Stanley Reed, secretary and director of agents of the Inter-Southern Life of Louisville, Ky., last week was the subject of the weekly cartoon of Cartoonist Paul Plaschke of the "Louisville Times" in his series of "If Their Boyhood Ambitions Had Been Realized." Mr. Reed is pictured as a pirate bold, standing upon the deck of his ship with pistol, sword and knife at hand and his flag of death flying above. It might be questioned as to whether this is a compliment to the profession of life underwriting as being far removed from banditry, or whether the cartoonist believed that, as a life insurance executive, Mr. Reed had attained his boyhood ambition.

Edmund S. Cogswell, formerly third deputy insurance commissioner of Massachusetts, and for the past two years secretary and general manager of the National Association of Mutual Casualty Companies, has resigned the latter position, effective Oct. 15, to become secretary of Commission on Old Age Pensions, provided for by the last Massachusetts legislature.

The commission is headed by former Insurance Commissioner Frank H. Hardison and has been provided with an appropriation of \$15,000 to make an intensive study of old age and other pensions forms.

Mr. Cogswell was connected with the actuarial department of the New England Mutual Life before entering the Massachusetts department.

Everett Wagner, one time vice-president and general manager of the Meridian Life of Indianapolis, and prior to that officially connected with Indiana special charter companies, died at his home in Indianapolis last week. At the time of his death he was president of the National Underwriting Company of Indianapolis, which dealt in industrial stocks. He is survived by a widow and three sons.

T. Louis Hansen, vice-president of the Guardian Life, has returned from a three months' business trip abroad. To celebrate his home-coming the Guardian agency force is conducting a "Hansen Month" campaign during October. The agents are striving to make this month the greatest October in the company's history. Each fieldman has a special packet of application blanks and after these have been used a folder containing carbon copies of each application is to be sent to Mr. Hansen as the individual agent's welcoming tribute.

The company's production figures for September show that life insurance sales continues to make marked gains. The month registered a gain of 38% in paid new business over September of last year.

LIFE AGENCY CHANGES

LOCKWOOD SUCCEEDS BURRUS

Agency Superintendent of Provident Mutual at Cleveland Made General Agent at Kansas City

Joseph E. Lockwood, who was agency superintendent for the Cleveland office of the Provident Mutual, has been appointed general agent of the company in Kansas City and is already on the job. He succeeds W. B. Burrus, who resigned recently, in order to devote more time to insurance lecturing, in which he has made a great success.

Mr. Lockwood secured his first insurance experience in the New York agency of the Provident with Miller & Allen. He was in service as a naval aviator during the war, following which he went back with the New York city agency until his appointment in 1922 as agency superintendent of the A. Rush-ton Allen general agency of the Provident in Cleveland.

Mr. Lockwood is a graduate of the University of Pennsylvania, and a track man holding world's championship mark. Those who know him anticipate he will make a worth-while success in his new field.

The Cleveland agency of the Provident seems to be a training school for general agents. Otis E. Logan was promoted from it to general agency of the Indianapolis office last year, and L. L. Brenneman, another of Mr. Allen's special agents, was made general agent of the Equitable Life of Iowa in Cleveland recently.

DENIO TAKES PHILADELPHIA

Well Known Agency Organizer of the Mutual Life is Appointed Successor to Morgan & Dickey

Charles C. Denio, agency organizer at the home office of the Mutual Life, has succeeded Morgan & Dickey as managers of the Philadelphia agency. James M. Dickey has been ill for a number of months, being at Battle Creek, Mich., sanitarium. The general agency covers eastern Pennsylvania and southern New Jersey. Thomas P. Morgan of the firm was transferred to Washington D. C., as manager of the Mutual Life there. Mr. Denio was formerly supervisor of the Mutual Life in southern Florida with headquarters at Tampa. Then he was superintendent of agents at Memphis, Tenn. Earl Lay becomes superintendent of agents of the Philadelphia office and A. P. Shalet, assistant superintendent.

CHICAGO CHANGES EFFECTED

Aetna Life Consolidation of General Agencies Into One Office Under Whatley Effective Nov. 1

On Nov. 1, the interests of the Aetna Life in the life and health and accident departments in northern Illinois, will be consolidated in a big general agency at Chicago. Large office space has been taken on the 20th floor of the Illinois Merchants Bank building and is now being fitted up in the most modern style.

S. T. Whatley of Pittsburgh will be general agent. The report that the company was going on a branch office system was incorrect. There will be only one general agent, Mr. Whatley, and H. W. Borchers will be cashier. Fred B. Mason, Percy D. Smith and John A. Morrison who have had general agencies at Chicago will continue with the company and will have their personal offices with the general agency. Edwin H. White will have charge of

AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.

Established 1899

HERBERT M. WOOLLEN
PRESIDENT

The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reasons for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

* * *

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

We would like to hear from several good men for important field positions

Inter-Southern Life Insurance Company
JAMES R. DUFFIN, President
LOUISVILLE, KENTUCKY

Nearly 1 1/2 Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1913	Jan. 1, 1918	Jan. 1, 1923
Assets	\$ 6,695,921	\$ 14,008,422	\$ 34,017,031
Policies in Force.....	432,711	759,448	1,403,546
Insurance in Force..	61,484,358	115,099,897	296,840,278

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.

W. J. WILLIAMS, President CINCINNATI, OHIO

Organized February 23, 1888

The House That Good Service Built



The Reinsurance Life

Des Moines

TO MEN WHO CAN QUALIFY

We are offering some splendid OKLAHOMA and MISSOURI territory on a General Agency basis.

The Farmers & Bankers Life Insurance Company

Executive Offices

Wichita, Kansas

Desirable territory open for General Agencies in *Arkansas, Minnesota, and Western Kansas.*

Address Home Office

CENTRAL STATES LIFE Insurance Company

St. Louis, Mo.

American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR., President

SHEARN MOODY, Vice-President

W. J. SHAW, Secretary

FINANCIAL STATEMENT JUNE 30, 1923

ASSETS		LIABILITIES	
Real Estate Owned.....	\$ 929,947.77	Net Reserve (American Experience 3 & 3/4 Per Cent)	\$12,377,432.00
Mortgage Loans (First Lien).....	5,765,840.71	Special and Contingent Reserves	222,070.07
Collateral Loans	25,000.00	Reserves for Death Losses in Process of Adjustment.....	152,647.00
Loans made to Policyholders (On This Company's Policies)	1,572,897.10	Reserve for Taxes, Etc.....	40,740.88
Bonds	4,776,810.68	Unearned Interest and Premiums	111,298.19
Cash in Banks.....	1,831,523.45	Miscellaneous Liabilities	21,296.22
Certificates of Deposit (Demand)	30,183.91	Capital Stock.....	1,000,000.00
Interest Due and Accrued.....	\$43,389.07	Surplus	1,428,529.31
Deferred and Uncollected Premiums (Less Loading)	\$40,335.88	Assigned Funds 275,720.00	
Due from Other Companies.....	22,000.00	Surplus Security to Policyholders	2,704,249.31
Acct. Re-Ins.			
Total Assets	\$15,630,428.57	Total Liabilities	\$15,630,428.57

GAINS MADE DURING SIX MONTHS ENDING JUNE 30, 1923

Increase in Insurance in Force.....	\$18,614,793.00
Increase in Admitted Assets.....	1,333,905.00
Increase in Surplus Security to Policyholders.....	148,425.00

LIFE INSURANCE IN FORCE	SURPLUS SECURITY TO POLICYHOLDERS	ADMITTED ASSETS	PREMIUM INCOME
\$290,972,499.00	\$2,704,249.00	\$15,630,428.00	First Six Months 1923 \$3,277,432.00

Operates in 21 States and the Republic of Cuba

Total Paid Policyholders Since Organization, \$13,413,479.33

The Mutual Benefit Life Insurance Company

OF NEWARK, NEW JERSEY

was organized in 1845 and holds a perpetual charter.

The policy forms of the Company have been evolved from a long and careful observed experience.

The idea conveyed by the words MUTUAL BENEFIT has been the guiding principle for 78 years in drafting the terms of Mutual Benefit policy contracts, which give maximum insurance service for minimum outlay.

HELPING THE MAN WITH THE RATE BOOK

LEADS—real, live, business-getting leads on the right kind of prospects—are supplied to Guardian Agents and help them save time and increase their production.

This is only a part of The Guardian's broad program of Agency co-operation. If you want to know the whole story of what this Company is doing for its field men, address:

T. LOUIS HANSEN, Vice-President, or
GEORGE L. HUNT, Superintendent of Agencies

The Guardian Life Insurance Company

OF AMERICA

Established 1860 under the laws of the State of New York

Home Office: 50 Union Square, New York

the group division under Mr. Whatley, handling both the group life and the group accident and health divisions.

Mr. Whatley has been with the Aetna Life at Pittsburgh since last spring, associated with Manager N. A. Deegan. Prior to going with the Aetna he was for nine years home office general agent of the Reliance Life at Pittsburgh. Mr. Borchers is now cashier for the John A. Morrison general agency. Mr. Mason grew up with the Aetna and was formerly a partner of his father Ira J. Mason, who represented the company in Northern Illinois for many years, continuing the general agency himself after his father's death. This was the oldest life general agency in Chicago. He now has offices in the Tribune building. Mr. Smith has had a general agency in the Lumber Exchange building, Chicago, handling business in that city. Mr. Morrison has been general agent in the group department with offices in the Insurance Exchange, Chicago.

C. D. Aflick

Charles David Aflick of Chester, Pa., has been appointed district agent of the Maryland Life. Mr. Aflick makes the interesting announcement in connection with his appointment that the Maryland Life, in business since 1865, has never had a law suit over a death claim.

C. W. Kleifgen

C. W. Kleifgen, formerly manager of the Duluth office of the Metropolitan Life, has been advanced to manager at St. Paul. W. Loring, who was formerly manager of the Superior office, succeeds Mr. Kleifgen at Duluth.

It is rather a coincidence that Mr. Kleifgen and Mr. Loring were schoolmates together in Minneapolis and Mr. Kleifgen introduced Mr. Loring to the business.

Carl S. Nute

Glenn A. Wilkins, general agent of the New England Mutual Life in Vermont, has resigned. He is retiring on account of ill health. He has been general agent for 13 years. His successor is Carl S. Nute, general agent for New Hampshire. The business of the Vermont general agency is to be transferred from Morrisville to Manchester, N. H.

P. M. Sutton

P. M. Sutton, formerly manager of the life department of the Ransom-Ellis Company of Des Moines, representing the Preferred Risk Life, has been appointed city manager for the Republic Life at Des Moines.

H. G. Ratla

H. G. Ratla, manager of the Metropolitan Life at Albia, Ia., has been appointed district manager for the Mutual Life of New York at Mason City, Ia.

R. C. Everett

R. C. Everett has been made city manager for the Topeka, Kan., agency of the Continental Life of St. Louis. Mr. Everett is a Missourian and a graduate of William Jewell College at Liberty, Mo. He formerly was principal of the Harrison public school at Topeka and has been identified with

educational work in that city for the past nine years. He has a very wide acquaintance in Topeka and should prove a success in his new post.

B. M. Hancock

B. M. Hancock, formerly manager of the Aetna Life in Kokomo, Ind., has been appointed special agent of the Missouri State Life under Manager J. N. Brombert of Indianapolis. Mr. Hancock at one time was with the Mutual Life, serving as agency supervisor, with headquarters in Indianapolis.

R. E. Anderson

Ralph E. Anderson has been appointed state manager for Nebraska for the Cedar Rapids Life, to succeed Arthur R. Haysel, who resigned because of ill health and has gone to California. Mr. Anderson formerly had the north half of Nebraska for the company, with headquarters at Genoa.

Columbia Life Changes

Allen Thrasher of Cincinnati, Carl Sullenbarger of Dayton, Ohio, and C. C. May of Pineville, Ky., have recently joined the agency forces of the Columbia Life of Cincinnati. Morris Beim, general agent at Columbus, Ohio, has formed a partnership with W. S. Lynch and the general agency will be conducted by the firm of Lynch & Beim.

S. H. Simpson, state agent in North Dakota for the Minnesota Mutual Life, has moved the state agency headquarters of the company from McVie, N. D., to Fargo.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, Of The National Underwriter, published weekly at Chicago, Ill., for October 1, 1923.

State of Illinois,
County of Cook,

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared John F. Wohlgemuth, who, having been duly sworn according to law, deposes and says that he is the business manager of the National Underwriter, Life Insurance Edition, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by

the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The National Underwriter Co., Cincinnati-Chicago-New York.
Associate editors, H. J. Burridge, F. A. Post, Chicago, Ill.

Managing Editor, C. M. Cartwright, Evanston, Ill.

Business Manager, John F. Wohlgemuth, Hinsdale, Ill.

2. That the owners are (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 percent or more of the total amount of stock): The National Underwriter Co., Cincinnati-Chicago-New York; E. J. Wohlgemuth, Cincinnati, Ohio; John F. Wohlgemuth, Hinsdale, Ill.; R. E. Richman, Cincinnati, Ohio; G. W. Wadsworth, Chicago, Ill.; C. M. Cartwright, Evanston, Ill.; H. J. Burridge, Chicago, Ill.; H. M. Diggins, Cincinnati, Ohio.

3. That the known bondholders, mortgages and other security holders owning or holding 1 percent or more of total

amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also in case where the stockholders or security company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other persons, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities as so stated by him.

John F. Wohlgemuth.

Sworn to and subscribed before me this 30th day of September, 1923.

(Seal)
C. B. Rogers,
Notary Public.
My commission expires June 22, 1926.

In one little Wisconsin town of 1200, summer tourists from all the country spent over \$1,000,000 this year. In Wisconsin a big agency can be built in a small community.

Come to Wisconsin with

Our Square Deal Contract has enabled one agent in a town of less than 1000 to build a production of over a million a year.

National Life
Insurance Company
Home Office, Madison, Wis.

Seven Years of Steady Progress

ASSETS

1916	\$125,222.00
1917	129,523.00
1918	155,613.00
1919	203,600.00
1920	303,164.00
1921	404,224.00
1922	984,558.00

The International Life and Trust now wants a representative in your district. It is an old line legal reserve company with a record to be proud of. To represent this dependable company is to represent a pillar of safety in the life insurance business. You are assured of a maximum degree of intelligent co-operation. Write us at once for an agency. We have the means of assuring you of a successful career in the life insurance business.

INSURANCE IN FORCE

1916	..	\$ 203,000.00
1917	..	704,500.00
1918	..	1,382,500.00
1919	..	2,973,000.00
1920	..	4,513,000.00
1921	..	5,019,000.00
1922	..	9,148,126.00

INTERNATIONAL LIFE & TRUST COMPANY

MOLINE, ILLINOIS

J. O. LAUGMAN, President

DR. ANDREW JOHNSON, Secretary and Medical Director

BUILD YOUR OWN BUSINESS

Under Our Direct General Agency Contract

Our Policies Provide for

Double Indemnity Disability Benefits
Reducing Premiums

SEE THE NEW LOW RATES

ORGANIZED 1850
The Manhattan Life
INSURANCE CO.

66 BROADWAY

NEW YORK



Ever On The Forward March

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

This Company was the first Ohio Company to offer Total-Permanent Disability Insurance. From its very beginning the Midland has protected its patrons against life's Three Hazards, namely,

DEATH, DISABILITY and OLD AGE

Just recently and for the third time it has improved its Disability Clause—ever on the forward march for improved service. A recent change in the Disability Clause provides for immediate payment on completion of proofs instead of waiting six months. This applies not only to all business hereafter issued with the Total and Permanent Disability Clause but to all such policies issued since January 1, 1918.

This action is in keeping with the "Always Dependable"

Midland Mutual Life Insurance Company

Over \$57,000,000.00 In Force



**GOOD
AS
THE
BEST**

**BETTER
THAN
THE
REST**

Are you interested in liberal First Year Commissions?
Are you interested in non-forfeitable renewals?
Are you interested in a direct Home Office contract?
Are you interested in close co-operation and assistance?
If you can show a clean record and wish to locate in the following territory: Missouri, Illinois, Minnesota, Texas, Oklahoma, Kansas, Ohio, West Virginia,

Get busy at once, write

FRANK W. ENGEL, Agency Manager

American National Assurance Company
St. Louis, Missouri

MEN WHO THINK

they are built for *speed and endurance* and can qualify for *general or state agency work*, will find it to their advantage to communicate with

THE LIBERTY LIFE INSURANCE COMPANY

Liberty Life Building
TOPEKA, KANSAS

Is It Good Enough for YOU?

When planning for the money to pay for rent, groceries and schooling for your own family against the day when your income may stop, do you buy freely of the same kind of insurance you sell to your patrons? Is it good enough for you?

The salesmen of this company can and do buy to the limit of the same complete, high-grade policies which they daily sell to their clients. Realizing that they sell THE BEST THERE IS IN LIFE INSURANCE, they of course buy the same for themselves. SOME SATISFACTION IN THAT. In fact there is SATISFACTION and PROFIT for all who sell NATIONAL FIDELITY protection service.

Get the facts about opportunities NOW in Iowa, Illinois, Kansas, Minnesota, Missouri, Nebraska, Oklahoma, South Dakota and Texas.

NATIONAL FIDELITY LIFE INSURANCE COMPANY

13th Floor, Federal Reserve Bank Bldg.
Kansas City, Mo.

Ralph H. Rice, President

NEWS OF LOCAL ASSOCIATIONS

DISCUSS CHICAGO CONVENTION

Lincoln Association Devotes Meeting to Resume, Sharp Criticisms Being Freely Given

LINCOLN, NEB., Oct. 8.—Sharp criticism of the national convention of life underwriters recently held at Chicago was voiced by leading members of the Lincoln association who were delegates, at the first gathering after the summer vacation last Saturday. All of them were agreed that the most of the speakers at the convention were talking over the heads of most of the agents present in that they were discussing matters of which the latter had no experience and in which they were not interested.

Particularly emphasized was the fact that these speakers, all successful men talked in terms of the big producer, whereas most of their hearers were men who perforce were engaged in writing small policies, between \$1,000 and \$10,000. Western agents are not much interested in trust company relations, inheritance taxes and the like, which are purely eastern questions, and this part of the program was declared to be tiresome.

Criticism Case Discussions

Another criticism also went to the case discussions. The delegates were nearly a unit in saying that these were not well handled in most instances, and that they did not present anything particularly new. M. L. Palmer, general agent of the Aetna, said that these cases were stereotyped and formal, and only in a few instances were there any new ideas developed. Other criticisms were directed to the location of the convention, the expensive character of the headquarters hotel, the division of the convention and the poor acoustics at the Medina temple.

All of the delegates were agreed that their time and money were well expended, because there were enough new ideas put forward by the worth-while speakers who got down to practical matters. They were unanimous in the opinion that the biggest thing they got out of the convention was the opportunity to meet and talk with the big men in the business, and that out of this they got an inspiration equal to that which every large convention gives to those who take part in it.

Joseph Goldstein of the Lincoln Liberty said that he found these big fellows to be just men who had started just where every agent does and who had grown big because they had a vision and a capacity for hard work.

Like to Read the Dailies

Mr. Palmer was inclined to criticize the fact that the National Association is being run by a small group of men who were again in evidence this year, whereas he felt that among the 2,000 agents present were many just as capable. He found quite an undercurrent of feeling on this subject.

Oak E. Davis said that the program appeared to be arranged so as to stress two ideas, that life insurance prevents poverty and that it can be used for bequests. The first was a big idea, and ought to inspire agents to individually strive to hit the mark of doubling the insurance in force per capita. Mr. Davis said that various circumstances contrived to make it possible for him to gain a lot more good from the convention by reading the daily editions of The National Underwriter, where one could pick out the worth-while things that he could not get to hear.

Northern California.—The regular meeting of the Northern California association was held Oct. 4 at San Francisco. Luncheon was served at 12:15 o'clock, after which the subject "How Do You Locate Prospects" was discussed. The speakers were as follows: R. M. Beckley, Western States Life, "The Use of Letters in Developing the Prospect"; S. P. Wiley, National Life U. S. A., "How Bankers Are Willing to Cooperate With Insurance Solicitors"; F. W. Heron, Fidelity Mutual Life, "The Growing Demand for Bequest

Insurance"; C. J. Klitgard, "Highlights of the Chicago Convention."

Sioux Falls, S. D.—The South Dakota association discussed the subject of "Improving Service to the Insuring Public" at its first fall meeting held in Sioux Falls. The subject was discussed by George R. Douthitt, Robert L. McCoy, West Babcock and P. J. Crandall, president of the association. It was announced that the association will hold regular noon meetings the last Saturday of each month, the Carpenter Hotel having been selected as association headquarters. A constructive study program will be worked out, a different subject being taken up for general discussion at each session.

Waukesha County, Wis.—Smaller insurance policies are sold on sentiment and larger ones on business principles, according to Gifford T. Vermillion of the Milwaukee branch of the Mutual Life of New York, who was principal speaker at the regular monthly luncheon-meeting of the Waukesha County association, at Waukesha, Wis. Mr. Vermillion, who is classed among the largest individual producers in Wisconsin, spoke on "Some Points on Salesmanship," in which he urged underwriters to make proposals fit the needs of prospects, and explained the best methods of obtaining information to be used in recognizing these needs. Following the address a round table discussion and business meeting were held.

Richmond, Va.—William Alexander, secretary of the Equitable Life of New York, was the principal speaker at the October luncheon-meeting of the Richmond association. The meeting was the first since June and was largely attended. Four new members were admitted.

Mr. Alexander delivered an address the evening of the same day before the class in insurance salesmanship being conducted under the auspices of the Richmond extension division of the College of William and Mary. A large audience of insurance men also heard him on this occasion. The class is starting off under most auspicious circumstances, the enrollment having exceeded expectations. Prominent members of the Richmond association have agreed to make addresses before the class throughout the term. Practical instruction will be given by William Thornton of the Life Insurance Company of Virginia.

Columbus, O.—The Columbus association opened its winter season with a dinner Friday evening with a large attendance of the members. The principal speaker was John H. York of the State Mutual Life, who discussed "How to Secure More Business." The association is looking forward to a season of unusual activity.

New York City.—C. A. Poehl, manager for the Prudential was elected president of the New York association to succeed Graham C. Wells who recently became national president, at the first monthly meeting of the association year. The elaborate dinner was attended by 477 members which is next to the largest attendance on record. Emphasis was given to the value of the life insurance course given by New York University, and a number of graduates of the course were called upon to testify to the value of the course. All stated that their production was greater while attending the school than when giving their entire time to selling insurance before taking the course. L. A. Cerf, general agent for the Mutual Benefit, pleaded with those present to take advantage of the opportunity offered by the school. Craig Baird of Lewiston, Me., debating coach at Bates College, whose teams have won 20 out of 24 debates, including Oxford, Yale, Harvard, Cornell, Pennsylvania, and others, said that the success of his debating team was due to the application of the principles of salesmanship to debating. W. B. Burrus, formerly general agent for the Provident Mutual in Kansas City, proved to be a spell binder of ability. His address on "wishers and wanters" was enthusiastically received. He said that wishers were dreamers and wanters were those who want things enough so that they go out and get them.

1867 **EQUITABLE LIFE** 1923 INSURANCE COMPANY OF IOWA

A Company of Stability and Progress,
Safety and Liberality

	Admitted Assets	Insurance in Force
Dec. 31, 1912.....	\$12,431,725.00	\$ 67,326,327.00
Dec. 31, 1922.....	44,995,738.00	313,132,592.80

The net returns paid on funds left with the Company is 4.8 per cent.

For information regarding agencies
Address:—Home Office: Des Moines



Acacia Mutual Life Association

Formerly the Masonic Mutual Life Association of the District of Columbia

Insurance in Force, over \$135,000,000.00 Assets over \$8,000,000.00

We issue all Standard Forms of Old Line Legal Reserve Policies at Net Cost to Master Masons Only.

To Agents who are Master Masons in good standing we offer: Liberal First Year Commissions. Continuous Renewals, thus insuring an income for life to permanent Acacia Agents. Real Home Office Cooperation.

WILLIAM MONTGOMERY, President
Homer Building Washington, D. C.

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

The Capitol Life Insurance Co. of Colorado

Clarence J. Daly, President

Denver, Colorado

To Men Who Will Recognize an Opportunity:

WE are offering excellent territory surrounding four Michigan cities, on a liberal General Agent's contract, to men who can qualify as Managers and organizers. Communicate directly with

The Ohio National Life Insurance Company

The Company With A Big Surplus

CINCINNATI, OHIO



To the Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE

For Contracts and Territory, Address

H. M. HARGROVE - President
Beaumont, Texas



24,856 CLAIMS PAID IN 1922

Most of the 24,856 claimants to whom we paid indemnity of \$1,514,924.33 for loss of time from injuries or illness are still adding regularly to their life insurance. These drafts are delivered by our own salesman ready to avail himself of a cordial introduction to the claimant's friends, or to provide the claimant himself with the additional life protection he intends to take sometime.

We can use more good men to help deliver the 27,000 claim drafts we will issue during 1923. If you want to make MORE MONEY a letter with satisfactory references will bring you full particulars.

BUSINESS MEN'S ASSURANCE COMPANY
W. T. GRANT, President KANSAS CITY, MISSOURI

PROSPECTS

We are giving them to our
salesmen at the rate of

40,000 per Year

We Help Our Salesmen

Bankers Life Company

DES MOINES, IOWA

Established 1878

GEO. KUHS, President



THE Chicago National Life Insurance Company has special inducements for live agents in Illinois and Indiana, advantageous contracts, standard policy forms, home office co-operation and the influence of 1200 stockholders in both States.

Five thousand leads received last
month from our stockholders.

Chicago National Underwriters Co.

INCORPORATED

GENERAL AGENTS

202 So. State St.

Chicago, Ill.

The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

WESTERN RESERVE LIFE INSURANCE CO.

J. H. Leffler, Acting President

John W. Dragoo, Secretary

Harry H. Orr, General Counsel

MUNCIE,

INDIANA

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

WEST COAST HAS NEW RATES

New Schedule Published by San Francisco Company, Covering Both Participating and Non-Participating

The West Coast Life of San Francisco has published a new rate manual covering both participating and non-participating forms and showing reductions on many of the forms. The new scales on the principal forms are as follows:

Age	Participating		Non-Par.	
	End. Pay. at 55	Year End. Life	End. Pay. at 55	Year End. Life
10-15...	16.57	25.40	31.08	13.02
16...	16.88	25.77	31.15	13.28
17...	17.20	26.16	31.23	13.55
18...	17.53	26.56	31.33	13.84
19...	17.87	26.98	31.41	14.13
20...	18.24	27.42	31.51	14.44
21...	18.62	27.86	31.63	14.75
22...	19.03	28.32	31.75	15.08
23...	19.45	28.80	31.88	15.42
24...	19.89	29.31	32.01	15.78
25...	20.36	29.84	32.16	16.16
26...	20.85	30.37	32.33	16.56
27...	21.37	30.93	32.51	16.98
28...	21.91	31.52	32.70	17.42
29...	22.49	32.15	32.91	17.89
30...	23.09	32.79	33.42	18.38
31...	23.76	33.44	33.68	18.92
32...	24.47	34.13	33.93	19.48
33...	25.22	34.85	34.49	20.08
34...	26.01	35.61	34.81	20.71
35...	26.86	36.40	35.17	21.38
36...	27.71	37.20	35.57	22.10
37...	28.60	38.05	36.02	22.84
38...	29.55	38.96	36.51	23.64
39...	30.56	39.92	37.07	24.48
40...	31.63	40.91	37.99	25.38
41...	32.82	41.92	38.68	26.36
42...	34.08	43.00	39.45	27.40
43...	35.42	44.17	40.31	28.50
44...	36.86	45.42	41.25	29.68
45...	38.38	46.73	42.63	30.94
46...	40.00	48.13	43.81	32.28
47...	41.74	49.62	45.10	33.72
48...	43.60	51.18	46.52	35.25
49...	45.58	52.78	48.07	36.83
50...	47.69	54.46	49.77	38.63
51...	49.94	56.29	51.32	40.49
52...	52.35	58.27	53.34	42.49
53...	54.92	60.39	55.56	44.61
54...	57.66	62.64	57.97	46.89
55...	60.60	65.01	60.60	49.33
56...	63.65	67.62	...	51.99
57...	66.91	70.48	...	54.84
58...	70.41	73.59	...	57.91
59...	74.16	76.95	...	61.21
60...	78.20	80.57	...	64.76
61...	82.52	84.30	...	68.96
62...	87.16	88.33	...	73.50
63...	92.17	92.68	...	78.43
64...	97.63	97.40	...	83.81
65...	103.31	102.50	...	89.40

Mutual Trust Life

The Mutual Trust Life of Chicago announces that its rules have been amended so that it can now write female risks from 14½ years of age up to age 20 on the same basis as male risks. Heretofore the company has been charging 20 year endowment rates on female applicants under 18 years of age.

Central Wisconsin Conference

About 100 agents from 21 central Wisconsin counties attended the annual three-day conference of the Northwestern Mutual Life general agency for that district with headquarters at Madison, Wis. Among the speakers from the home office at Milwaukee was Herbert N. Lafin, associate counsel.

TRAVELERS HAS A NEW PLAN

Offers All Life Forms on Monthly Basis to Groups, Employer to Collect All Premiums

The Travelers is offering a new departure in life insurance which it classifies as another form of "employer-employee insurance." It is payroll deduction life insurance on the monthly payment plan. By this means the employees of concerns interested are enabled to buy life insurance on small monthly payments without paying the additional charges required by industrial companies for small payment insurance. These payments are collected through the payroll department of the concern interested. The rates are the same for larger amounts of insurance in the Travelers.

The Travelers has been offering monthly rates for life insurance to the general public for some time, but on account of the cost of the monthly collections, has not issued a policy on this basis where the premium is less than \$10. Under the payroll deduction plan this rule is waived for the benefit of the employee. The only condition is that the collections will be handled by the employer.

The appeal to the employer is merely that he can render a service to the employee by enabling him to purchase insurance on small installments without paying the cost of collection. The employer is furnished with a printed announcement which states that no collector will call and emphasizes the fact that there is no worry about the payments which are deducted monthly from the insured's pay.

One of the uses to which Travelers agents are putting this form is to supplement group insurance. That is, company officials, foremen and others who want greater protection than is offered under the group plan may purchase insurance in any amount with premiums collected by the company. It is said that one official of a company which has adopted this plan is carrying \$50,000 of life insurance on this basis.

Regular physical examination is required. The rates per \$1,000 including total and permanent disability, are as follows:

Age	Ord. Life	Life Policy Prem. to 60	20-Pay Life	20-Yr. End.	Ann. 65	Monthly Income
16	1.17	1.25	1.82	3.59	1.41	1.47
17	1.19	1.28	1.86	3.60	1.44	1.51
18	1.22	1.31	1.98	3.60	1.49	1.54
19	1.25	1.34	1.91	3.60	1.52	1.60
20	1.27	1.38	1.94	3.61	1.56	1.65
21	1.30	1.41	1.97	3.62	1.61	1.70
22	1.33	1.46	2.01	3.62	1.66	1.75
23	1.36	1.59	2.04	3.63	1.71	1.80
24	1.39	1.54	2.08	3.64	1.76	1.85
25	1.43	1.59	2.11	3.65	1.82	1.90
26	1.47	1.64	2.15	3.65	1.88	2.00
27	1.50	1.69	2.19	3.66	1.94	2.10
28	1.54	1.74	2.23	3.68	2.00	2.15
29	1.59	1.81	2.27	3.68	2.08	2.25
30	1.63	1.87	2.31	3.70	2.15	2.35
31	1.69	1.94	2.37	3.71	2.24	2.45
32	1.73	2.02	2.42	3.73	2.32	2.55
33	1.79	2.10	2.47	3.74	2.42	2.65
34	1.85	2.19	2.53	3.76	2.52	2.75
35	1.91	2.29	2.59	3.78	2.62	2.85
36	1.98	2.40	2.65	3.80	2.75	3.00
37	2.06	2.51	2.72	3.83	2.88	3.20
38	2.13	2.62	2.78	3.86	3.03	3.40
39	2.22	2.74	2.85	3.89	3.18	3.60
40	2.30	2.93	2.93	3.92	3.35	3.85
41	2.40	3.11	3.02	3.97	3.53	4.10
42	2.50	3.29	3.11	4.02	3.73	4.40
43	2.60	3.51	3.21	4.07	3.95	4.70
44	2.71	3.75	3.31	4.13	4.18	5.00
45	2.83	4.03	3.42	4.19	4.44	5.35
46	2.96	4.33	3.54	4.26	4.74	5.75
47	3.10	4.68	3.66	4.33	5.07	6.20
48	3.26	5.10	3.79	4.42	5.43	6.70

(CONTINUED ON PAGE 20)

MODERN BUSINESS GETTING METHODS

New York Life Agent, Acclaimed as The Greatest Woman Life Insurance Producer, Tells Some of Her Methods

MRS. ZARA B. ROSEN has been acclaimed the leading woman life insurance producer of the world by the New York Life. Mrs. Rosen, who is connected with the 44th street branch of that company in New York City, has paid for 99 policies totaling \$748,000 of life insurance up to the end of September in 1923. She has outstanding over \$100,000 more in written business and at the clip she is going she will pay for considerably more than \$1,000,000 life insurance during this year.

Such a record cannot of course be made except by a real salesman, or rather saleswoman in this case, and Mrs. Rosen certainly qualified under that heading. She does not accept any hand-out business and never writes business on the strength of being a woman. Indeed she does not have to, because her life insurance income runs close to \$30,000 annually. Few of her prospects are earning more money than Mrs. Rosen herself and so she can call on them on a business basis.

Writing Practically All On Lives of Men

Practically all of Mrs. Rosen's business is written on the lives of men. She does not specialize on any particular kind of contract but endeavors to interest her prospect in life insurance and sell him protection to meet his needs. Mrs. Rosen has her own car

with her own chauffeur which helped to make her great success which she says is due to the fact that she calls on as many as 20 or 25 prospects every day. She is on the go from early in the morning until late in the evening and has consequently obtained results.

Mrs. Rosen seldom talks price. She does not even carry a rate book with her most of the time. She talks insurance and never argues over the amount of insurance until after the application is written. She often takes the application for a small policy and delivers a big one. She says:

"What is the use of arguing and going into details over the amount of insurance to be taken out until sure that the applicant can pass the examination? I never dispute with the applicant as to the amount of the insurance until after the application is written. I may take an application for a \$4,000 or \$5,000 policy and deliver \$50,000. The principal thing is to get the application at first and then convince the purchaser that he needs a certain amount of protection later."

She Gets The Prospect To Do The Talking

Mrs. Rosen is a woman of few words. She firmly believes that a great deal of her success in the selling field is due to the fact that she gets the prospect to do most of the talking. She tries to get the prospect to ask questions and

in this way gets a better audience than if she delivered a long wordy sales talk without giving the prospect a chance to "come back."

Mrs. Rosen has had some blotters and rulers printed with her name. She uses these often as an introduction and to open up the conversation.

Mrs. Rosen does not accept "not interested" or "I am not in the market for insurance" as final. Once she has decided that a prospect needs insurance she stays with him until she has landed the business. A few days ago she called on a business man who, when presented with the ruler, said, "Oh, yes Mrs. Rosen, I have heard of you." When she broached the subject of life insurance he said, "Well, I might take some out later on but not today."

"When can I come to see you?" said Mrs. Rosen.

"Well, the fact is," said the prospect, "I do not believe that I am at all interested in taking out any insurance."

"Do you mean to say that you carry so much insurance that you are not even interested in finding out about our new policy?"

"Yes," said he, "I carry all the insurance I want."

He then went on to explain how he was investing his money at 8 percent and had \$10,000 of insurance to boot. He was married and had three children and was earning a large enough salary so that he could purchase more insurance.

Mrs. Rosen said, "I quite agree with you." I believe in a man having a theory of investment and sticking to it. You have a good plan."

"Well, you are quite unusual," said the prospect. "You are the first insurance salesman who ever told me that my

plan was a good one. The fact is they have all knocked it and said that I should buy life insurance instead."

"No indeed," said Mrs. Rosen, "I believe your plan is a good one and you should follow it out. However, I do think that some modification might be advisable and I think this new policy of our company is just the thing to improve your plan."

"I cannot talk to you today," said the prospect, "I am very busy and it is two o'clock now and I have not yet had lunch."

"Get into my car, let me take you where you are going," said Mrs. Rosen. "My car is outside and I will be very glad to give you a lift."

The prospect accepted her invitation and this gave her the opportunity to go into the subject of insurance a little further. She obtained his promise to take out a policy on the next interview.

Mrs. Rosen, who by the way is not related to the late Harry B. Rosen, for many years the leading life insurance producer of the world, has proven that a woman can make a great success in the life insurance business by applying regular salesmanship methods. A woman salesman has the same chance as a man salesman of equal ability in her opinion.

We are all interested in the different methods and ways of getting business. Some men have some means and others another. No man can successfully copy the style of another in all its respects. If he did so he would be a mere automaton. He must be individualistic. Regardless of the different styles of insurance salesmanship the thing sold never changes. It is the permanent possession of the race.

"Nothing humbler than ambition when it is about to climb."

Benjamin Franklin, the greatest American authority on ambition, made that observation; and with equal truth he might have added that nothing is more aggressive in gaining its end, nor more conservative in its choice of means to that end.

The Franklin has a splendid tradition for "Aggressive Conservatism." Organized to render practicable the highest ideals of life insurance, it has maintained among its underwriters, as the first essential, the highest ideals of service—ambitious service.

That other wonderful idea worded, "He profits most who serves best," has been practiced by this company since 1884. Our men know it is true.

The Franklin Life Insurance Company

Springfield, Illinois

Mr. Life Insurance Agent:

- Do liberal first year commissions mean anything to you?
- Do non-forfeitable renewals mean anything to you?
- Does a Home Office contract mean anything to you?
- Does close co-operation and assistance mean anything to you?
- Are you getting what is coming to you in this way?
- Do your family and you receive just compensation for your labors?
- Are you desirous of a connection that will enable you to do this?
- Can you show a clean record and are you interested?

Territory in
Missouri, Illinois, Louisiana, Arkansas and
Kansas

Address D-73

Care The National Underwriter

Travelers to sup-
is, com-
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any. It
company
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are 25

Monthly Income
After 40

\$	1.07
41	1.31
44	1.53
49	1.78
52	1.98
56	2.18
61	2.38
66	2.58
71	2.78
76	2.98
82	3.18
88	3.38
94	3.58
100	3.78
108	3.98
115	4.18
124	4.38
132	4.58
140	4.78
150	4.98
160	5.18
170	5.38
180	5.58
190	5.78
200	5.98
210	6.18
220	6.38
230	6.58
240	6.78
250	6.98
260	7.18

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

(CONTINUED FROM PAGE 18)

49	3.42	5.57	3.93	4.51	5.84	7.86
50	3.58	6.15	4.06	4.60	6.30	8.71
51	3.76	6.72	4.22	4.72	6.84	9.19
52	3.95	7.29	4.39	4.84	7.47	9.67
53	4.15	7.87	4.57	4.99	8.19	10.15
54	4.37	8.44	4.76	5.14	9.04	10.63
55	4.60	9.01	4.96	5.31	10.05	11.11
56	4.82	9.58	5.15	5.46	11.23	11.59
57	5.06	10.15	5.35	5.62	12.68	12.07
58	5.30	10.72	5.57	5.80	14.53	12.55
59	5.57	11.29	5.80	6.00	16.99	13.03
60	5.87	11.86	6.04	6.24	20.39	13.51

ISSUES NEW ANNUITY FORMS

Massachusetts Mutual Life Has New Series of Survivorship Annuity in Various Plans

The Massachusetts Mutual Life has published a detailed rate manual on its new survivorship annuity forms announced at its recent agency convention. The survivorship annuity contract provides an income for life to the beneficiary to begin at the death of the insured. The policy does not carry cash loan or paid up values. Upon the death of the beneficiary all payments made by the insured revert to the company and the contract becomes void. The policy provides that a monthly income is guaranteed the beneficiary for life, after the death of the insured, or for the period of life after a specified waiting period. A provision is made for a paid annuity in case of default in premium payments, after three full annual premiums have been paid. The survivorship annuity is issued on the continuous payment, 10 payment, 15 payment and 20 payment plan.

In addition the company has issued a series of deferred survivorship annuities, these providing life annuities for the beneficiary after the specified waiting period, which may be either 10, 15 or 20 years. The deferred annuity is sold on either continuous payments or 20 payments plan. The policy will be sold either independently or in conjunction with the other forms of life policy. It is intended to complete the protection with a minimum cost, where the insured cannot carry as much life insurance as is desired. For instance, if the insured

carries \$10,000 ordinary life and this be made payable \$1,000 annually for 10 years, the deferred survivorship annuity, with a 10 year waiting period, can be purchased at a very small cost and life income assured after the proceeds of the \$10,000 policy have been exhausted. As an example of how the rates on the new forms run, the following is furnished for all combinations on a policyholder of age 35, under the whole life, 10 pay and 20 plan, on survivorship annuity and the 10 year, 15 year and 20 years deferred survivorship annuity, all on continuous pay plan:

Age of Beneficiary	Age Policyholder 35			*Deferred Survivorship		
	Whole Life	10 Pay	20 Pay	10 Year	15 Year	20 Year
20	39.05	80.30	51.21	20.80	14.37	9.64
21	38.34	78.76	50.25	20.15	13.83	9.19
22	37.63	77.18	49.25	19.50	13.30	8.81
23	36.92	75.57	48.24	18.84	12.77	8.38
24	36.18	73.93	47.21	18.19	12.25	7.95
25	35.43	72.26	46.15	17.55	11.74	7.55
26	34.69	70.58	45.10	16.93	11.24	7.17
27	33.93	68.87	44.02	16.30	10.75	6.79
28	33.16	67.14	42.93	15.67	10.26	6.46
29	32.39	65.37	41.83	15.07	9.79	6.11
30	31.61	63.61	40.72	14.46	9.33	5.80
31	30.83	61.84	39.61	13.85	8.88	5.47
32	30.04	60.03	38.48	13.30	8.44	5.14
33	29.27	58.24	37.36	12.74	8.01	4.81
34	28.49	56.44	36.23	12.19	7.59	4.50
35	27.70	54.62	35.11	11.64	7.18	4.19
36	26.94	52.83	33.99	11.10	6.79	3.91
37	26.16	51.03	32.87	10.58	6.40	3.65
38	25.40	49.25	31.77	10.10	6.03	3.41
39	24.65	47.48	30.67	9.60	5.68	3.15
40	23.90	45.73	29.58	9.11	5.32	2.91
41	23.16	43.97	28.50	8.64	4.99	2.68
42	22.43	42.26	27.44	8.20	4.66	2.44
43	21.71	40.56	26.39	7.77	4.36	2.23
44	21.01	38.89	25.37	7.33	4.05	2.04
45	20.32	37.26	24.37	6.92	3.76	1.85
46	19.63	35.63	23.37	6.52	3.48	1.66
47	18.97	34.06	22.42	6.13	3.21	1.49
48	18.31	32.53	21.48	5.75	2.96	1.33
49	17.69	31.02	20.57	5.39	2.72	1.21
50	17.05	29.55	19.68	5.04	2.48	1.04
51	16.45	28.11	18.81	4.70	2.26	.92
52	15.82	26.72	17.98	4.38	2.05	.80
53	15.23	25.39	17.17	4.06	1.85	.69
54	14.64	24.07	16.38	3.76	1.66	.59
55	14.08	22.80	15.62	3.48	1.49	.50
56	13.54	21.56	14.88	3.20	1.32	.43
57	13.02	20.38	14.19	2.94	1.17	.36
58	12.52	19.24	13.50	2.68	1.02	.31
59	12.04	18.15	12.84	2.44	.89	.26
60	11.58	17.09	12.20	2.20	.76	.19
61	11.14	16.08	11.58	1.98	.64	.14
62	10.71	15.11	10.99	1.78	.54	.10
63	10.29	14.17	10.43	1.59	.46	.07
64	9.88	13.28	9.89	1.42	.39	.05
65	9.48	12.44	9.38	1.26	.33	.04
66	9.09	11.64	8.89	1.11	.28	.03
67	8.71	10.87	8.42	1.00	.24	.02
68	8.34	10.15	7.98	.89	.20	.02
69	8.00	9.46	7.56	.80	.17	.01
70	7.67	8.82	7.16	.72	.14	.01

*Three forms of Deferred Survivorship Annuity shown are all on continuous annual premium plan.

WITH INDUSTRIAL MEN

NEWS OF THE PRUDENTIAL

Some Promotions Are Announced—G. W. McManus and J. A. Rathay Are Made Superintendents

George W. McManus, formerly assistant superintendent of the Prudential in Springfield, Mass., is promoted to the superintendency at Lynn, Mass. Mr. McManus started as an agent in Newton, Mass., in 1906.

J. A. Rathay has been appointed superintendent at St. Johnsbury, Vt. He was an agent at Worcester, Mass., in 1912, and became assistant in that city and Leominster.

C. L. Geary, assistant superintendent of the Columbus, O., office of the Prudential, has been transferred to Detroit.

The fortieth anniversary with the Prudential of Agent Charles J. Barry of the Newark No. 1 district, occurred Oct. 3, when he was called to the home office and presented with Class "H" badge and certificate by Vice-President Edward Gray. Mr. Barry entered the company's service on Oct. 3, 1883, and has spent his entire Prudential career in Newark. He has always been a conscientious and faithful worker.

Agent George A. Baldwin, who is connected with the Phoenix branch of the Kingston office is a strong advocate of good debt conditions. His arrears at this time are 10 percent and advance payments 374 percent. He also is credited

with a good showing both in industrial and ordinary so far this year.

Agent Michael Billy of the New York No. 3 district has acted in the capacity of agent for over 20 years and upon reviewing his account one can readily see that he is a believer of good debt conditions. His arrears are less than 10 percent.

Agent J. C. Painter of the Hinton Assi-stancy, Charleston, W. Va., district, is the ordinary leader for 1923 in Division H.

Assistant Superintendent E. Garfield Perkins of the Wheeling, W. Va., district, is still at the head of the procession in the race for highest honors in ordinary for the current year among Division N assistant superintendents.

The efforts of Assistant Superintendent B. B. Stevens and his staff have enabled the Lewiston, Pa., assi-stancy of the Altoona district to occupy the premier position among the assistant superintendents of Division E, basis of industrial net increase and to rank number two in the entire Prudential field, while in the ordinary department, the Lewiston assi-stancy stands number two in the division and number six among the company's leaders.

The following agents, because of meritorious work, have been promoted to assistant superintendent in their respective districts:

Luther E. Rudacille, Washington; Robert G. Hancock, Birmingham; Leonard A. Pfister, New Orleans; Theodore H. Martin, New Orleans; John W. Warren, Jr., Norfolk; August Moore, Baltimore No. 1.

The Columbian National Life Insurance Company

ARTHUR E. CHILDS, President BOSTON, MASSACHUSETTS

Columbian National Agents are in a position to offer the best forms of

LIFE, ACCIDENT and HEALTH INSURANCE

Policies backed by one of the strongest companies in the country, having ample capital, surplus and highest standard of reserves.

Great Republic Life Insurance Company

LOS ANGELES, CALIFORNIA

Many Agents are Doubling their Production through Sale of the Company's New 20-Payment Life Policy.

Liberal First Year and Renewal Contracts offered to Field Men of High Character and Ability. A few General Agency openings now available. For full information write to nearest address shown below:

E. L. BLACK, State Manager,
Whitely, Arkansas.

H. S. BRIDGEWATER, Manager,
Central Department,
1901-02 Railway Exchange Bldg.,
Saint Louis, Mo.

J. R. RAILLEY, Manager,
Southwestern Department,
401 Dallas County State Bank Bldg.,
Dallas, Texas.

W. H. SAVAGE, Vice-President and Agency Director

BERKSHIRE LIFE INSURANCE COMPANY
PITTSFIELD, MASS.

GEORGE H. TUCKER, President

This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.

Has always rendered the highest grade of service to its policyholders.

Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business.

Its policy contracts give to each individual insurer full protection, safe-guarding, at the same time, the interest of all policyholders.

JOHN BARKER, Vice-President

FREDERIC H. RHODES, Vice-President

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